

*NHTSA  
Central Region*

**MISSOURI  
2007  
ANNUAL REPORT**

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## FOREWORD

The MoDOT mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri. The Highway Safety Division (HSD) works specifically to reduce the number and severity of traffic crashes resulting in deaths and injuries. This requires the staff of the Highway Safety Division to work closely with state and local agencies in an attempt to develop programs which are innovative, cost efficient and, above all, effective in saving lives. This is accomplished through development and administration of the Governor's Highway Safety Program.

In keeping with this administration's philosophy to provide quality customer service, we strive to incorporate involvement from both traditional and non-traditional partners in our safety endeavors. Expanded partnerships enable us to reach a broader base of customers with the life-saving messages of traffic safety.

The accomplishments noted in this report would not have occurred without the dedication and foresight of the staff of the Highway Safety Division and the support of the Missouri Department of Transportation. In addition, the State Highway Patrol; Statistical Analysis Center of the Patrol; Missouri Safety Center; Safety Councils; the Missouri Coalition for Roadway Safety; Southeast and Southwest Missouri Safe Communities; Missouri Advocates for Traffic Safety; Law Enforcement Traffic Safety Advisory Council (LETSAAC); and Region 7, National Highway Traffic Safety Administration (NHTSA) office continually provided assistance and helped expand our creativity and scope.

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# **ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA**

## **EXECUTIVE SUMMARY**

### **GUIDELINES**

The Annual Report for the Highway Safety Division (HSD) covers those activities funded for the period October 1, 2006 through September 30, 2007. The structure of this report attempts to follow the guidelines set forth by the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) Order 960-2/7510.3A.

### **PURPOSE**

The National Highway Safety Act of 1966 charges each Governor with the responsibility of establishing a state highway safety program. In the State of Missouri, the program is administered through the Highway Safety Division (HSD), a unit of the Missouri Department of Transportation. The goal of the HSD is to reduce both the number and severity of traffic crashes and the deaths and injuries resulting from these crashes.

### **PROBLEM IDENTIFICATION**

Traffic crashes are, unfortunately, an accepted part of our mobile society. In 2006, there were 167,143 traffic crashes in Missouri resulting in an economic loss to the state in excess of \$3.4 billion. In these crashes, 62,078 persons were injured while another 1,096 lost their lives. Tragically, motor vehicle crashes are the leading cause of death for those aged 3-33.

### **PROBLEM SOLUTION**

An annual Highway Safety Plan (HSP) is developed by the HSD utilizing statewide traffic crash data. Statistics are maintained by the Highway Patrol in a repository identified as STARS (Statewide Traffic Accident Records Systems). The Patrol's Statistical Analysis Center compiles the data into a comprehensive report known as the Traffic Safety Compendium. The Compendium contains the following statistics that enable HSD to produce a data-driven HSP:

- Traffic safety problem areas (e.g., alcohol-related, speeding, failure to use seat belts, engineering issues);
- Geographic High Accident Locations (HAL—hot spots for traffic crashes);
- Demographics (age, gender, urban vs. rural, etc.)

### **STRATEGIES**

State and local governmental agencies are solicited to assist in the development of countermeasure projects to address these problems. These projects are then compiled into a comprehensive traffic safety plan for the state. Federal funding to support the HSP is channeled to the state from the Section 402 Highway Safety Program within the U.S. Department of Transportation. In addition to Regular 402 funding, Missouri also received Section 154 transfer, 164 (carryover), and 2003(b) carryover funds, 408, 2010, 410 SAFETEA-LU, 2011, and 1906 funds.

### **SUCSESSES/RESULTS**

Since inception of the highway safety program in 1967, Missouri has witnessed a drop in the vehicle death (fatalities per 100 million vehicle miles traveled) from **6.2** to **1.6** in 2006. In calendar year 2006, Missouri experienced declines in overall crashes and injuries. However, the death total increased by 161.

<b>Year</b>	<b>Overall crashes</b>	<b>Injuries</b>	<b>Deaths</b>
2005	175,120	66,413	1,257
2006	167,143	62,078	1,096
	<7,977	<4,335	>161

While not solely responsible for this trend, these traffic safety countermeasure projects have made dramatic strides in saving lives.



## ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

### BUDGET

The total obligation of federal funding and expenditures by the State of Missouri for FY 2007 was as follows. Detailed project amounts are provided in the Budget Addendum.

FUNDING		CURRENT	CARRYOVER	TOTAL	CARRYOVER	TOTAL
CODE	PROBLEM AREA	2007 FUNDS	FROM 2006	AVAILABLE	TO 2008	OBLIGATED
402 REG	All Traffic Safety	4,735,122.00	2,640,166.96	7,375,288.96	2,380,594.00	4,994,694.96
154	Transfer Funds - AL	3,343,771.48	4,608,256.45	7,952,027.93	4,603,280.00	3,348,747.93
154	Transfer Funds - HE	10,705,688.52	4,428,150.08	15,133,838.60	1,690,977.00	13,442,861.60
157	Incentive		304,751.77	304,751.77	64,691.00	240,060.77
2003(b)	CPS		68,370.53	68,370.53		68,370.53
	Low Income/Minority					
410	Alcohol	2,404,916.00	2,287,629.00	4,692,545.00	2,688,258.00	2,004,287.00
SAFETEA-LU						
408	Data Program	577,350.00	835,966.00	1,413,316.00	1,266,338.00	146,978.00
2010	Motorcycle Safety	120,344.00	125,360.00	245,704.00	245,704.00	
2011	Child Seats	625,076.00	852,790.00	1,477,866.00	1,185,547.00	292,319.00
1906	Prohibit Racial Profiling	538,352.00	643,613.00	1,181,965.00	986,849.00	195,116.00
TOTALS		23,050,620.00	16,795,053.79	39,845,673.79	15,112,238.00	24,733,435.79

### PROGRAM EVALUATION

Two types of evaluation methods are used to determine program effectiveness—administrative and impact. Administrative evaluations measure the operational efficiency of task activities relative to meeting the established goals and objectives of the project. Impact evaluations determine the extent to which the project was able to impact traffic crash involvement.

Included within this Annual Report are traffic safety countermeasure programs that have demonstrated best practices. These programs satisfy most, if not all, of the following criteria:

- They employ crash statistics to identify problem areas;
- They target high risk groups of individuals;
- They utilize knowledge & expertise of the local community to propose workable solutions;
- They apply varied resources from numerous sources;
- They are comprehensive in design; and
- They seek to modify behavior through effective enforcement, education and engineering.

### INTERNAL ACTIVITIES

In addition to administering programs that are funded through state and local government agencies, HSD staff members participate in activities to further traffic safety within the state. These include, but aren't limited to:

- Production and distribution of traffic safety materials;
- Legislative tracking and review;
- Training presentations (child safety seats; safety belts; law enforcement grant applications; traffic safety programs; legislation; youth issues; etc.);
- Exhibits (safety fairs; conferences; State Fair; employer programs; etc.);
- Press conferences & media events; and
- Federal, state and local committees/boards with like-minded missions.

### GRANT-FUNDED ACTIVITIES

The Highway Safety Division contracts with State and Local governmental agencies to perform services designed to impact specified problem areas that result in traffic crashes. These problem areas include: Aggressive Driving, Older Drivers, Public Information and Education, Alcohol and Other Drugs, Occupant Restraints, Motorcycle

## **ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA**

Crashes, School Buses, Young Drivers, Commercial Motor Vehicles, Vulnerable Roadway Users, Engineering and Data Collection.

A total of 331 contracts were issued to grantees. Agencies are required to submit a synopsis of their grant activities for the fiscal year including the results of their efforts. Within this report we have included a sampling of some of the projects we feel were quite successful. A complete file of all annual reports is maintained within the Highway Safety Division.

## ANNUAL EVALUATION REPORT SUMMARY OF MISSOURI DATA

	<u>Baseline Data 1995 - 1998</u>				<u>Progress Report Data 2002 - 2006</u>				
	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>
Fatalities	1,109	1,148	1,192	1,169	1,208	1,232	1,130	1,257	1,096
Serious Injuries (Defined as: Incapacitating Injury)	10,592	10,328	10,205	9,538	9,150	8,724	8,859	8,625	8,150
Fatalities and Serious Injuries Combined	11,701	11,476	11,397	10,707	10,358	9,956	9,989	9,882	9,246
Fatality Rate / 100 million VMT	1.9	1.9	1.9	1.8	1.8	1.8	1.7	1.8	1.6
Fatality and Serious Injury Rate/ 100 million VMT	19.8	18.8	18.1	16.6	15.2	14.7	14.6	14.4	13.4
Fatality Rate / 100K Population	20.6	21.1	21.7	21.2	21.3	21.6	19.6	21.7	18.8
Fatality and Serious Injury Rate / 100K population	217.6	211.3	207.9	193.9	182.6	174.5	173.6	170.4	158.2
Alcohol-Related Fatalities	266	286	242	277	292	277	252	274	273
Alcohol-Related Fatalities as percentage of All Fatalities (%)	23.99%	24.92%	20.31%	23.70%	24.17%	22.48%	22.3%	21.80%	24.91%
Alcohol Related Fatality Rate / 100 million VMT	0.4	0.5	0.4	0.4	0.43	.33	0.4	0.4	0.4
Percent of Population Using Safety Belts*	unknown	unknown	unknown	60.42%	69.37%	72.93%	75.88%	77.41%	75.1%
Percent of unbelted drivers and occupants seriously injured or killed in a crash	23.01%	22.65%	22.78%	22.83%	26.69%	28.16%	29.26%	30.29%	31.14
State Population Estimates	5,378,247	5,431,553	5,481,193	5,521,765	5,672,579	5,704,484	5,754,618	5,800,310	5,842,713

\*Seatbelt percentages from University of Central Missouri Seatbelt Usage Surveys.

Seatbelt usage percentages are for drivers and passengers of automobiles, sport utility vehicles, vans, and trucks only to ensure consistency across years.

Crash data provided by the Statistical Analysis Center, Missouri State Highway Patrol

## POLICE TRAFFIC SERVICES

This program area addressed numerous traffic safety issues with an emphasis on enforcement and public education and awareness. In analyzing Missouri traffic crash data, we identified aggressive driving (including speed and all hazardous moving violations), alcohol impairment, and occupant protection as the most serious areas. The target groups causing the most crashes were shown to be drivers committing hazardous moving violations (especially speeders and drinking drivers) and young drivers under the age of 21. Countermeasure efforts were directed statewide because even though more crashes occurred in the densely populated urban areas, three-fourths of the *fatal* crashes occurred in rural areas.

### BENCHMARKS

Established	Result
<p>2% reduction in fatalities and disabling injuries attributable to aggressive driving crashes in comparison to the previous 3-year total (2003-2005 = 28,340)</p> <p>Statistics from 2003-2005 show a slight fluctuation in the number of aggressive driving fatalities and disabling injuries as a percentage of total fatalities and disabling injuries (36.8% in 2003 up to 38.4% in 2004 then back down to 37.4% in 2005). However, when reviewing fatalities only, there has been a decrease each year (from 43.1% in 2003 to 42.1% in 2004 and down to 41.8% in 2005).</p>	<p>From 2004 through 2006 there were 11,060 fatalities and disabling injuries attributable to aggressive driving crashes, a 61% reduction from the previous 3-year total of 28,340.</p>

### STRATEGIES

Identified	Implemented
<p>Expand targeted corridor projects and Selective Traffic Enforcement Programs (STEPS) conducted by the Highway Patrol and local law enforcement agencies</p>	<p>The Missouri Safety Center under contract with the Highway Safety Division contacted and offered overtime enforcement contracts to 121 targeted law enforcement agencies statewide in the counties where seat belt surveys and the majority of fatal and personal injury crashes are occurring. The goal of this program was to put as much enforcement on the streets during the national Click It or Ticket Campaign time frame May 21 to June 3, 2007. This year a total of 86 of the 121 law enforcement agencies were able to participate. Those participating officers spent a total of 4,797 hours to achieve the following enforcement actions. 40 DWI arrests, 2,680 Safety Restraint citations, 93 Child Passenger Safety citations, 14 Felonies, 1 Stolen Vehicle, 45 Fugitives Apprehended, 97 Suspended Licenses, 236 Uninsured Motorists, 5,117 Speeding citations, 12 Drug related, and 3,444 other citations.</p> <p>Based upon the national You Drink &amp; Drive, You Lose campaign the Missouri Safety Center in partnership with the Highway Safety Division provided contracts to 113 local and county law enforcement agencies statewide to conduct overtime enforcement during the time frame of August 17 to September 3, 2007. As of this writing a total of 79 agencies have reported activities under this grant. Additional participation has been reported directly to the Highway Safety Office by agencies operating under separate contracts including the MSHP. During this effort the following results were reported to the Missouri Safety Center: 326 Officers logged 3,535 hours of enforcement and had the following results. DWI Arrests – 318; Safety Restraint Citations – 250; Child Passenger Citations – 11; Felonies – 56; Stolen Vehicles – 120; Suspended Licenses – 154; Uninsured Motorists – 345; Speeding – 1,448; Reckless Driver – 60;</p>

	and Drug Arrests – 95.
Continue to strategize with law enforcement and training academy partners to develop enforcement/awareness countermeasures and share their concepts and programs	The Highway Safety Division contracts with state and local law enforcement academies (University of Central Missouri and the Missouri Southern State University) to offer “traffic safety specific” courses that aren’t normally offered through the Basic Law Enforcement Academy curriculum.
Fund saturation enforcement efforts in construction/work zones in each of the MoDOT districts and enhance the enforcement with public awareness campaigns	Campaign tools were made available and included statewide media, press events, a work zone link from the MoDOT web site where the public could go for all work-zone-related information, billboards near major work zones in Missouri, as well as employee and public-awareness events throughout the districts all year long. An orange light campaign ran statewide where the districts worked to light major landmarks in their area orange during Work Zone Awareness Week.
Expand use of speed monitoring and changeable message signs	MoDOT increased using the number of electronic changeable message boards to include the SCOUT and GATEWAY systems and permanent MoDOT message board systems were also completed and put to use.
Expand efforts to educate roadway users on the dangers of aggressive driving and the rules of the road	HSD distributed over 50,000 new teen driving guides entitled “Safe Driving.” Law Enforcement mobilization dates were expanded. HSD continued to provide presentations to corporate, communities and schools about the dangers of aggressive driving and the rules of the road. Over 100 miles of new guard cable was placed on I-44. MoDOT expanded the use of rumble strips and rumble stripes. It also expanded clear zones to open up visibility.
Expand the use of red light running cameras throughout the state	Red light running cameras were expanded throughout the state. For example, the Independence Police Department wrote 229 stop light violations, with 1,052 overtime hours.

## ENFORCEMENT EFFORTS

The Highway Safety Division recognizes that enforcement efforts, when coupled with education/awareness/media activities, has a much more profound impact. The Statewide enforcement mobilization “Click it Or Ticket” was held from May 21 through June 3, 2007, and the “You Drink and Drive, You Lose.” mobilization was held from August 18 through September 3, 2007. Law enforcement agencies put in 13,101 hours toward these efforts. The mobilizations were preceded by a media blitz and followed by a recap of the activities upon completion of the enforcement efforts.

Attached to this report is a summary of citation data for fiscal year 2007.

## TRAINING

Traffic enforcement is a dynamic field. Terrorism, drug-trafficking, evolving designs of motor vehicles, and increased traffic loads make it necessary to continually train law enforcement officers on investigating crashes, making traffic stops, searching vehicles, changing laws, and technology advances. The Highway Safety Division contracts with state and local law enforcement academies (University of Central Missouri and the Missouri Southern State University) to offer “traffic safety specific” courses that aren’t normally offered through the Basic Law Enforcement Academy curriculum. Some of the courses funded through the Highway Safety Division for FY 2007 were:

1. Basic Standard Field Sobriety Testing
2. Standard Field Sobriety Testing Instructor Course
3. Standard Field Sobriety Testing Basic Update
4. Standard Field Sobriety Testing Refresher Course
5. Detecting Impaired Driving and Documenting and Testifying
6. BAC Type II Training
7. BAC type III Training
8. Recognizing the Drug Impaired Driver
9. D.W.I. Crash Investigation
10. Sobriety Checkpoint Supervisor Training
11. DRE Recertification Training
12. Small Department DWI Detection

13. Vehicle Search & Seizure
14. High Risk Vehicle Stops
15. Beyond the Ticket
16. MO Motor Vehicle law
17. Railroad Crossing Collision Investigation
18. Courses offered by Missouri State Highway Patrol, which include:
  - a. Basic Crash Investigation
  - b. Advanced Crash Investigation
  - c. Crash Reconstruction
  - d. Crash Reconstruction Retraining
  - e. Radar Instructor
  - f. Laser Instructor
  - g. Motorcycle/Pedestrian Crash Investigation
  - h. SFST Instructor
  - i. BAC Type II
  - j. BAC Type III/SFST
  - k. Computer Accident Diagramming
  - l. EVOC
  - m. EVOC Instructor
  - n. Look Beyond the Traffic Stop

In addition to the academies, training was offered by the Department of Revenue, Office of the State Courts Administrator, Missouri Office of Prosecution Services, Highway Safety Division, and the Law Enforcement Traffic Safety Advisory Council (LETSAC). Some of the training is available to more than just law enforcement agencies.

### **SAFE COMMUNITIES**

Missouri supports two active Safe Communities programs – the Traffic Safety Alliance (TSA) of Springfield (southwest) and the Cape Girardeau Safe Communities Program (southeast). Both programs have been in existence since the mid-1980's, having evolved from a DWI program and a safety belt program, respectively.

Both of Missouri's safe communities programs have been involved in a wide array of traffic safety related countermeasure efforts over the years. These have included community and school educational events and learning opportunities spanning alcohol-impaired driving, bicycle safety, safety belts, child safety restraints, motorcycle safety, young driver issues, pedestrian safety, and high-risk driver issues.

The safe communities programs have initiated or participated in:

- High school programs – Battle of the Belt, DWI docudramas, trivia weeks, Project Prom and/or Graduation, fatal vision goggle presentations, SIDNE vehicle programs, and Team Spirit conferences
- MADD – monthly victim impact panels, chapter activities, candlelight vigils
- Older Drivers – both safe communities programs are situated in one of the five cities involved in Missouri's older driver pilot and, as such, these programs are an active partner; in Cape Girardeau one of the coordinators also serves as the local coordinator for the Older Driver pilot project
- Motorcycle safety – the TSA coordinates and schedules the local motorcycle safety education classes for the southwest training events
- Bicycle safety – partner to coordinate to bicycle safety events and distribute helmets to those in need
- Missouri Coalition for Roadway Safety – serve on the local coalition and participate in or coordinate local coalition events
- Safe Routes to School – the Cape Girardeau coordinator serves on the statewide Safe Routes to School Advisory Committee
- Child Passenger Safety – the safe communities programs serve as local CPS fitting stations; the coordinators are each CPS technicians who host CPS checkup events and classes
- African American Churches Call to Safety – the Cape Girardeau program initiated this effort in an attempt to increase seat belt usage among minorities by working through local churches

**EFFICIENCY AND PRODUCTIVITY**

The Highway Safety Division contracted with the Regional Justice Information System (REJIS) to develop a web-based contract management system. The system was completed in 2002 and available for application submission for 2003 grants. This is the fifth year that the Annual Report could be completed on line, which continues to streamline our process.

Planning was undertaken in 2007 to start a rewrite process of the current grants management system. A complete review was conducted by staff at REJIS to determine the needs of HSD staff to begin the migration to a complete web-based grants management system. REJIS prepared a new design document outlining the changes necessary to change to the new technology.

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Safe Communities Program

**PROJECT NUMBER:**

07-SA-09-04

**PROGRAM AREA:**

Safe Communities

**JURISDICTION SIZE:**

151,000

**TYPE OF JURISDICTION:**

Urban

**TARGETED POPULATION:**

Residents of Springfield & surrounding counties

**AGENCY NAME:**

Traffic Safety Alliance

**AGENCY CONTACT:**

Ms. Lori Minor

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**PROJECT DESCRIPTION:**

The Springfield Safe Communities Program--the Traffic Safety Alliance of the Ozarks--develops and utilizes various best practice approaches to reduce traffic-related deaths and injuries. Law enforcement agencies, public health professionals, traffic safety advocacy agencies and various other organizations within the community comprise the makeup of the safe communities program. Whenever possible, the local community will invest its own resources to implement countermeasures. The TSA fosters ownership and builds foundational support for extensive on-going injury prevention programs.

The Director is responsible for the daily operation of the Program:

1. Serving as the program's full-time employee assigned to facilitate and coordinate all project facets under the direction of the different committees.
2. Maintaining communication with:
  - a) Appropriate leadership in the Springfield area;
  - b) Individuals from the outreach groups participating in project activities;
  - c) Other interested individuals, organizations or agencies that have reason to know of the program's progress;
  - d) The Missouri Department of Transportation, Highway Safety Division; and
  - e) Project Directors of the Springfield PD Highway Safety grants.
3. Ensuring adequate levels of support (providing materials, assisting in purchase acquisitions, providing staff assistance, etc.) for the Springfield PD Highway Safety-sponsored enforcement projects.
4. Ensuring the timelines and evaluation components of project tasks/activities are met.
5. Maintaining accurate records and reporting systems as directed by the City of Springfield and the Highway Safety Division of MoDOT.

The Director travels as required for training, education, technology transfer, and discussions with outreach groups and coordination with MoDOT and the Highway Safety Division.



## **PROBLEM IDENTIFICATION:**

In the area of traffic safety, the City of Springfield has consistently ranked in the top ten percentile of fatal and personal injury crashes. A statewide analysis compiled for 2003-2005 indicated that Springfield ranked third out of all Missouri cities for fatal crashes and fourth for personal injury crashes. Springfield ranked second in crashes involving drunk drivers under the age of 21, third in alcohol-related crashes over the age of 21. Springfield has maintained the rating of third for speed-involved crashes. In 2005, Springfield had a total of 8,045 crashes, resulting in 19 fatalities and 2,057 personal injuries. Of those 8,045 traffic crashes, 869 crashes involved alcohol.

Traffic safety, being a multifaceted community-wide problem, requires a comprehensive solution. Therefore, this program relies on being involved in committees through city/county government, law enforcement, education and engineering to help develop countermeasures to effectively combat these problems. The Traffic Safety Alliance also works closely with the trauma divisions of the area hospitals to pursue education efforts and combine manpower to get the best results for the community.

In order for this program to work at maximum efficiency, local efforts need to be fully coordinated and active communication needs to be maintained between the community and the Missouri Department of Transportation, Highway Safety Division. The Safe Communities program requires an individual to coordinate program activities and be responsible for the daily operation of the program.

## **GOALS AND OBJECTIVES:**

**GOAL:** To establish and maintain various approaches to reduce traffic crashes and resulting deaths and injuries.

### **OBJECTIVES:**

- \* Conduct a minimum of 15 drinking and driving-related programs.
- \* Conduct a minimum of 15 seat belt-related programs.
- \* Conduct a minimum of 5 bicycle safety-related programs.
- \* Conduct a community-wide bicycle rodeo with various partners for Christian County and work on several small events for Greene County.
- \* Conduct a minimum of 6 community-wide car seat check-up events with various partners.
- \* Conduct a minimum of 1 32-hour child passenger safety technician training.
- \* Be an active participant with the local Springfield Safe Kids Coalition chapter and assist as the senior technician at child safety seat checkup events.
- \* Work with the Springfield Police Department on traffic safety prevention education programs.
- \* Participate in the Older Driver Campaign with MoDOT.
- \* Provide materials and videos and serve as a resource to the community.

## **RESULTS:**

The goal and all objectives were met and, in some cases, exceeded as follows:

- \* Conducted 39 drinking and driving and safety belt programs, which reached 6,134 people.
- \* Conducted 27 bicycle and pedestrian safety-related programs that reached 3,040 children and parents; 263 helmets were fitted and provided to children and adults (exceeding the objective of conducting 5 bicycle safety programs)
- \* Conducted 11 community-wide bicycle rodeos in conjunction with Heart of Springfield

Optimists Club, Forrest Avenue Assembly of God Church, Springfield Safe Kids Coalition, Christian County Sheriff's Department, Nixa PD, Springfield PD, Discovery Center, and local bicycle clubs. Seven (7) events were held in Greene County and one event in each of the following counties: Christian, Lawrence, Webster and Wright.

- \* Conducted 15 community-wide child safety seat checkup events working in conjunction with various local safety partners and conducted individual seat checks by appointment; a total of 471 child safety seats were checked for proper installation and 86 appropriate seats were provided for families in need.
  - \* Conducted two 32-hour child passenger safety technician classes where 22 students were trained; conducted one statewide CPS Update class for 35 Technicians who received 6 CEU credits for attendance.
  - \* The TSA Director is an active participant with the local Safe Kids Coalition chapter and was elected to serve as the bicycle safety committee chair, leading the efforts for the International Walk to School Day, Walk This Way program, and all bicycle rodeos.
  - \* On a daily basis, the TSA Director works with the Springfield Police Department to develop and present traffic safety prevention programs and serves as a community resource to provide traffic safety education/awareness materials.
  - \* TSA partnered with District 8 of MoDOT and Troop D of the Missouri State Highway Patrol to conduct motorcycle safety education courses; 225 students were enrolled in the Experienced or Beginner Riders Courses-206 students completed and passed their course, 13 students received an "incomplete," and 6 students failed the course (an almost 92% success rate).
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#### **FUNDING:**

402 : \$41,695.49

#### **HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Cape Girardeau Safe Communities

**PROJECT NUMBER:**

07-SA-09-02

**PROGRAM AREA:**

Safe Communities

**JURISDICTION SIZE:**

35,596

**TYPE OF JURISDICTION:**

Rural

**TARGETED POPULATION:**

Cape Girardeau residents and visitors

**AGENCY NAME:**

Cape Girardeau Safe Communities

**AGENCY CONTACT:**

Ms. Sharee Galnore

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**PROJECT DESCRIPTION:**

The Cape Girardeau Safe Communities (CGSC) program provides injury prevention strategies (primarily in the area of traffic safety) to the citizens of Cape Girardeau County in order to reduce death and disability from motor vehicle crashes and other causes of trauma.

The Safe Communities Advisory Committee is made up of approximately 25 agency members. These agencies include representatives from law enforcement, hospitals, schools, businesses, and local coalitions. One full-time and one part-time Coordinator administer the program.

The Advisory Board is divided into four task groups: 1) 0-15 years of age; 2) 16-21 years of age; 3) Adult/Special Needs; 4) Law Enforcement. The Advisory Committee meets six times per year (every other month); task groups meet as needed to develop and implement programs and strategies that address the most serious problems for their targeted age group.

**PROBLEM IDENTIFICATION:**

Motor vehicle crashes are the leading cause of death for Missourians age 1 through 24. These deaths are both predictable and preventable and should not be accepted by our society. Cape Girardeau ranks among the top cities in Missouri for motor vehicle crash incidents. In 2005, the City of Cape Girardeau had a total of 1,881 traffic crashes, with 52 being alcohol related. In addition, a total of 5,254 hazardous moving violations were issued in 2005 -- 3,224 speeding, 49 careless and imprudent, 400 DWI, and 4,357 other non-hazardous moving violations.

In addition, seat belt usage rates have been surveyed and found to be 69%. A continued education and enforcement effort must occur to keep the safety belt usage rate moving upward.

Many accomplishments have been made through the programs coordinated by the Cape Girardeau Safe Communities Program office; however, this community has seen much growth and expansion and there is a continual increase in the number of drivers each year.

Law enforcement efforts alone cannot bear the responsibility of reducing traffic crashes. In order to effectively reduce injuries and deaths resulting from these crashes, an ongoing educational and

public awareness effort must be maintained to complement the enforcement activities. Examples justifying such a need:

- Each year new parents require a check of their child safety seats and information on correct installation.
- Young children begin co-mingling with traffic while riding bicycles, walking outside, or riding school buses. These children need to be taught proper safety practices.
- Teenagers come of age and acquire their driving permit and eventually a driver's license. These teens must receive adequate information on the rules of the road, Missouri's traffic and licensing laws, risky driving behavior, and the consequences of driving in an unsafe manner.
- Communities continue to grow and the driving population increases. New residents are often unfamiliar with traffic patterns and local laws. Unless they seek this information themselves or someone provides it for them, they usually learn from experience.
- As the population ages, an increased number of elderly individuals are utilizing the roads. These mature drivers are often hindered by diminished eyesight, lack of flexibility, slowed reflexes and health issues.

The most effective method of reaching the general population is through a continual bombardment of traffic safety messages and programs available at the local level. It is imperative that resources be coordinated in order to provide the much-needed educational and public awareness activities.

## **GOALS AND OBJECTIVES:**

GOAL 1: Enhance Safe Communities Program Development

GOAL 2: Increase safety belt use to 74% by September 2007; increase bicycle safety and pedestrian safety awareness programs; increase traffic safety enforcement and educational projects through September of 2007.

GOAL 3: Reduce alcohol-related crashes by 5% by September 30, 2007 through public information & education, and conducting enhanced selective enforcement (with additional emphasis on speed and aggressive driving) to reduce crashes caused by hazardous moving violations.

## **RESULTS:**

GOAL 1 Objectives met:

- \* United Way Youth Substance Abuse Prevention Committee--CGSC Coordinator serves as Chairman of the policy committee of this group
- \* SEMO Campus Coalition for Change--CGSC Coordinator serves as Vice President of the Southeast Regional Support Center Advisory Board and the Community Based Process Subcommittee Action Team
- \* Developing/Enforcing Policies and Laws Related to Alcohol and Other Drugs--CGSC Coordinator serves as Chair
- \* Partnership developed with Kevin Stewart, SAPE Coordinator
- \* Cape Girardeau Family Resource Center--CGSC Coordinator serves on Advisory Board
- \* Missouri Child Passenger Safety State Advisory Board--CGSC Coordinator serves on Advisory Board
- \* Statewide Safe Routes to School--CGSC Coordinator serves on Advisory Board

- \* Older Driver Program--CGSC Coordinator serves as Coordinator for the City of Cape Girardeau (one of five cities involved in a pilot project coordinated through the Highway Safety Division)
- \* African American Churches to Safety--CGSC Coordinator continues to work with the local African American churches to address safety belt use among their congregations (participating churches: Rhema Word Breakthrough International Ministries, Second Baptist Missionary Church, New Bethel Baptist Church, House of Prayer and Greater Dimension Church)
- \* Cape Girardeau Area Safe Kids Coalition--CGSC Coordinators serve on the Coalition
- \* Missouri Coalition for Roadway Safety--CGSC Coordinators actively participate in both the statewide Coalition and the local Southeast Coalition

GOAL 2 Objectives met:

- \* Think First Program -- 30 school assemblies reached 4,835 students
- \* Buckle Bear, Vince & Larry and Fatal Vision Goggle presentations reached 1,650 participants
- \* Child Passenger Safety Seats were provided to 205 parents, caregivers and/or grandparents through various programs and fitting stations
- \* Bicycle Helmets -- 160 helmets were given away through CGSC programs and presentations
- \* Child Passenger Safety Training -- Three 24-hour CPS Courses with checkup events were conducted at Poplar Bluff Regional Medical Center, Stoddard County 911 Center, and the Missouri Bootheel Regional Consortium, Inc in Portageville. Three additional sites have been identified for courses for the coming year.
- \* Two observational safety belt usage surveys were conducted with the following results -- September 2006 safety belt usage rate of 71%; October 2007 safety belt usage rate of 74%
- \* Safe Kids Coalition -- continues to provide child safety seats to new parents in need and also assisted with child safety seat installations through their fitting station at Southeast Missouri Hospital (one certified CPS Instructor on staff and all OB Technicians have completed their CPS Technician Certifications); 193 child safety seats were distributed/checked over a 7-county area; inspections were conducted on 148 seats. Safe Kids Coalition also conducted various safety presentations reaching nearly 5,000 participants (Bicycle Safety--1,075; Bicycle Helmets Distributed--405; School Bus Safety--220; Seat Belt/Booster Safety--318; Child Safety Seat Checkup Events--459; Additional Safety Fairs--2,300)
- \* Traffic Offenders Program -- 11 programs were held at Saint Francis Medical Center reaching approximately 239 offenders
- \* African American Churches Call To Safety (Safety Belt Project) -- increased seat belt usage among minorities and increased programs/events within the African America community; educational materials and presentations were distributed throughout the churches in order to educate a larger number of people; six (6) MoDOT "Buckle-Up" signs were posted at Rhema Word Breakthrough International Ministries, Greater Dimension Church, Second Baptist Missionary Church, New Bethel Baptist Church, House of Prayer Outreach Mission Church and Fords Son Funeral Home.
- \* Missouri Blueprint for Safer Roadways -- CGSC Coordinators actively participate in the Southeast Coalition working on Blueprint Plan development, Education Committee planning and implementation, CPS Certification & Check Up Events, and Battle of the Belt
- \* Older Driver Program -- The CGSC program serves as the lead coordinating agency for the Cape Girardeau Older Driver Program (a national pilot project in five Missouri communities) and has participated in three trainings that included the Statewide Older Driver Conference in Columbia (4 attendees); DriveWell Training in Cape Girardeau (25 community member participants); CarFit Training in St. Louis (2 Occupational Therapists and representatives

from Safe Communities and Area Agency on Aging from Cape Girardeau were certified to sponsor CarFit Events). The following Programs were then conducted in the Cape Girardeau area: 2 CarFit events with 25 participants and 8 Drivewell presentations were reaching 250 older drivers

- \* Safe Routes to School -- CGSC Coordinator serves on the SRTS State Advisory Board and in that capacity assisted in the deveopment of the grant application process, reviewed nearly 100 grant applications, made determinations regarding grant awards, follows implementation of the projects and will begin the process over to receive new applications in January of 2008; participated as a speaker in the first SRTS annual statewide conference

**GOAL 3 Objectives met:**

- \* Conducted three Sobriety Checkpoint/Wolfpacks
- \* Conducted nine MADD Victim Impact Panels with 285 offenders attending
- \* Assisted with MADD's Candlelight Vigil & Law Enforcement Recognition during 3D month
- \* Participated in MADD's "Tie One On For Safety" Red Ribbon Campaign from Thanksgiving through New Year's Day
- \* Coordinated two Team Spirit Training Conferences--one in Cape Girardeau training 9 high school teams and one in Jefferson City training 10 teams--resulting in 19 Action Plans addressing underage drinking, speeding, and increasing safety belt use among high school students
- \* Conducted quarterly Alcohol Server Trainings for all liquor licensed establishments in the City of the Cape Girardeau provided through the Safe Communities Program, Cape Girardeau PD and the Missouri Division of Alcohol and Tobacco Control; approximately 50 servers attended each session.
- \* HMV Enforcement activities were conducted through the Cape Girardeau & Jackson Police Departments and the Cape County Sheriff's Department
- \* DWI Overtime Patrol conducted one or two nights per weekend by Cape Girardeau PD

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**FUNDING:**

402 : \$83,223.50

**HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Driver Improvement Progra

**PROJECT NUMBER:**

07-PT-02-140

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Driver Improvement Program

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

**PROJECT DESCRIPTION:**

The Missouri Safety Center recommends the continuation of the oversight for this program. The oversight needs to be inclusive of: Program Certification, Program Recertification, Instructor Recertification and Program Monitoring. This will require staff time, some travel, and some administrative costs. The anticipated outcomes are to maintain control of the process, maintain communication with D.O.R. to insure they have up-dated information on program status, and to standardize the instructor certification process for non-NSC and AAA programs.

**PROBLEM IDENTIFICATION:**

According to Chapter 302, Section 302.302 of the Missouri Revised Statutes, the state of Missouri has in effect a point system for the suspension and revocation of licenses. Included in section 5 of the statute is a system for waiving the assessment of points against the operator. The system shall provide that the satisfactory completion of a driver improvement program or, in the case of violations committed while operating a motorcycle, a motorcycle-rider training course approved by the Director of the Department of Public Safety. This would apply to an operator, when so ordered and verified by any court having jurisdiction over this state, county or municipality, regulating motor vehicles, other than a violation committed in a commercial motor vehicle, or other violation committed in a commercial motor vehicle as defined in section 302.700, shall be accepted by the Director in lieu of the assessment of points for a violation pursuant to subdivision (1), (2), or (4) of subsection 1 of this section or pursuant to subsection 3 of this section. For purposes of this subsection, the driver improvement program shall meet or exceed the standards of the National Safety Council's eight (8) hour "Defensive Driving Course" or, in the case of a violation which occurred during the operation of a motorcycle, the program shall meet the standards established by the Director of the Department of Public Safety pursuant to sections 302.133 to 302.138.

Under the authority of the Department of Public Safety and the Missouri Department of Transportation, the driver improvement program was transferred to the operational control of the Missouri Safety Center in 2004. This was done in full cooperation and under the direction of the Highway Safety Division of MODOT. In 2004/2005 the Missouri Safety Center conducted a top to bottom review of the programs being conducted statewide including internet-based and in-state classroom-based programs. The Center conducted an assessment of the program and developed a short and long-range plan for dealing with the needs of the program. Activities under this program

fall into three main categories. These are: courses conducted under the authority and curriculum of the National Safety Council; courses conducted under the authority of AAA; and independent courses with independent curriculums (including internet-based courses). Missouri currently has 44 sites approved for the driver improvement program. For 2007, some changes need to be made to the Code of State Regulations in reference to contact hours of instruction including both classroom and Internet programs. Need also exists for the continued monitoring of existing providers and Internet providers. Re-certification of existing instructors also is required for each approved site. The Missouri Driver Improvement Program has approved several companies that offer the driver improvement program though the Internet and has several requests for review pending.

### **GOALS AND OBJECTIVES:**

Evaluation will be based upon the monitoring and controls as in 11CSR 30-3.010 on both programs and instruction.

#### **Goals:**

1. Maintaining tight controls on the certification of programs and instructors.
2. Maintaining an accurate listing of programs with D.O.R.
3. Maintaining oversight of curricula being utilized statewide.
4. Maintaining data collection for the state on approved programs.

#### **Objectives:**

1. By working with each program administrator, the Center will recertify programs and instructors that meet the requirements of the State. Additionally, new programs will be reviewed for compliance with State requirements, and instructor credentials will be checked for compliance with State requirements.
2. By working with Missouri Department of Revenue's staff, the Center will maintain an up-to-date list of programs approved by the State.
3. For programs that operate outside the realm of NSC or AAA, a review will be made of curriculum content to insure it meets the intent of the law of Missouri. This will include all Internet-based courses.
4. Working with approved providers, the Center will maintain a list of the programs being conducted statewide.

### **RESULTS:**

Objectives and Accomplishments were as follows:

Objective: Maintain control of the certification of approved programs and instructors.

Result: All current D.I.P. approved providers were audited and recertified during the FY'07 year. All current D.I.P. approved instructors were surveyed and recertified during the FY'07 year.

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Objective: Maintain an accurate list of programs with the Missouri Department of Revenue (DOR).

Result: A lists of approved providers and instructors was updated and sent to DOR.



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Objective: Maintain oversight of D.I.P. curricula used by all approved program providers.

Result: Completed via surveys, telephone interviews and random on-site quality assurance visits.

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Objective: Maintain a training data from all approved programs for the State.

Result: All approved training providers are surveyed annually. In 2006:  
There were 899 D.I.P. classes offered. In these classes, there were 15,615 students. Of these 15,615 students, 12,299 were "court ordered" and 3,316 were "non-court ordered" students.

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Additional: A new on-line student satisfaction survey was developed and linked to the D.I.P. website. All approved providers received information cards for distribution to students, inviting them to participate in the anonymous survey as part of the on-going quality assurance efforts.

A D.I.P. informational brochure was developed and 500 copies were distributed at the 2007 Missouri Clerks Association state conference.

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**FUNDING:**

402 : \$37,515.00

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Educational Projects

**PROJECT NUMBER:**

07-PT-02-36

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

46,033

**TYPE OF JURISDICTION:**

Rural

**TARGETED POPULATION:**

46,800

**AGENCY NAME:**

Chesterfield Police Dept.

**AGENCY CONTACT:**

Chief Ray Johnson

**PROJECT DESCRIPTION:**

Assign a full-time (certified) police officer as Traffic Safety Education Officer\*. This officer will be assigned to the Traffic Division and shall devote his efforts to driver behavior education, occupant protection, and pedestrian/bicycle programs in an effort to increase public education and information on traffic safety issues in line with Missouri's Blueprint for Safer Roadways.

- 1) Develop strategies to increase awareness of traffic safety in an effort to reduce crashes
- 2) Work with corporations and businesses to improve employee traffic safety. Activities would include group presentations, appearances at special events, safety fairs and seatbelt/child seat checkpoints.
- 3) Presentations at schools and seatbelt checkpoints, with small incentives.
- 4) Child seat presentations and checkpoints.
- 5) Child seat installations by appointment. At least 24 child seats would be installed.
- 6) Child seat installation training for other police officers or public contact personnel. At least 2 child seat installation classes would be held.
- 7) Presentations at schools (targeting students under 21) concerning underage drinking and driving, and driving under the influence of drugs.
- 8) Presentations to adult groups concerning driving while intoxicated and driving under the influence of drugs. This would include Victim Impact Panels arranged by the Municipal Court. At least 3 presentations would be given.
- 9) Contact various community involved groups to promote traffic safety messages to their members.
- 10) Reach older driver populations to increase risk awareness.

**PROBLEM IDENTIFICATION:**

The City of Chesterfield is a moderately sized suburban community located in far west St. Louis County on the banks of the Missouri River. It is bound by the municipalities of Creve Coeur, Maryland Heights and Town and Country to the north and east; Ballwin, Ellisville and Wildwood to the south; and St. Charles County to the west. The City of Chesterfield has an area of 32 square miles. The resident population is 46,800. Tens of thousands more people come to the community for the vast array of educational, religious and business opportunities located within the city. There is one college, two major high schools, two middle schools and fourteen elementary schools, forty houses of worship, and 1500 commercial businesses employing over 24,000 people.

The city also contains one major hospital, one large shopping mall and a regional airport. Chesterfield is a partner in a regional metropolitan area of over 2 million people, which draws heavily from the resources that are afforded in the City of Chesterfield.

The City of Chesterfield has over 400 city and county streets and roads as well as several state lettered highways, two state numbered highways (MO 141 and MO 340), and a major interstate highway (I-64) that bisects the city east and west for over nine miles. These roadways create a travel nexus for the entire west metropolitan area. All of these streets and highways and the cars that travel them create problems that require attention in the critical crash and violation categories of driver inattention and speed.

The City of Chesterfield has a large commercial and private business workforce. As 2.7 million citizens make up the workforce in Missouri and motor vehicle injuries are the leading cause of workplace deaths, there exists a need to address traffic safety in the workplace and in the travel of employees to and from work.

The City of Chesterfield also has an extensive population of children, parents and caregivers that require education about child and occupant protection systems that would reduce the child traffic crash mortality rate.

The City of Chesterfield also has at least eight retirement communities within the city limits. These complexes put a large quantity of older drivers, an ever-increasing high-risk group, on the roads everyday.

In the Fiscal Years 2003 to 2005 the City of Chesterfield was ranked 16th among all Missouri cities in the number of traffic crashes. It was 25th (tied with 5 other agencies) in the number of fatal crashes, 15th in major disabling traffic crashes, and 11th in the number of speed related traffic crashes. The city was 16th in speed-related fatal crashes, 10th for under 21 speed-involved crashes and 8th in the 65+ age driver speeding category. Chesterfield was 15th in the total number of drinking-involved crashes, 51st in the number of fatal drinking-involved crashes, 11th in major disabling drinking-involved crashes and 15th in the number of under 21 drinking-related crashes.

Although the rankings reflect no improvement from the 2001-2003 rankings in the overall number of crashes (which stayed at 16), the trend of the at-risk groups of younger and older drivers is of great concern as is the speed-related crash data.

The Chesterfield Police Department plans to address the "3 E's" of traffic safety (enforcement, education and engineering) through a comprehensive information program. Educational opportunities will be presented to increase knowledge not only for the targeted general population, but also for the many public service members that contact the community through enforcement and engineering concerns. The department's plan is to positively impact the number and severity of potential injury and fatal crashes by serving the public with projects that heighten awareness, affect attitudes and increase enforcement.

## **GOALS AND OBJECTIVES: STRATEGIES & ACTIVITIES**

Traffic Officer MARK CASWELL was appointed as the department's Community Traffic Safety Officer. His full-time position was dedicated to accomplishing the goals and objectives of this grant.

His responsibilities include: business presentations, school presentations, Citizen Academy presentations, Teen Academy presentations, Victim Impact Panel presentations, Safety Town, child safety seat checkpoints, child safety seat installations and seatbelt checkpoints, training child safety seat installers, and any other traffic safety educational role that is appropriate.

## **RESULTS:**

During the period 10/01/06 to 09/30/07 the following activities were performed.

- Corporate/Business Contacts; Gave three companies the "Workforce Traffic Safety Initiative" lecture (a classroom/auditorium lecture concerning the benefits of safe and defensive driving). Approximately 80 employees were reached. Additionally 2 other business presentations were done on general safety for their employees. Also participated in 5 company safety fairs contacting over 500 people and provided information about driving safety, pedestrian safety, child car seat safety and bicycle safety and gave out over 200 "Arrive Alive/Buckle Up" T-shirts. Participated in the Missouri School Nurses Conference with a traffic safety information booth and presented "A Short Primer On Child Occupant Safety" for the Regional Pediatricians Conference at St. John's Mercy Hospital in St. Louis.

- Community Groups (church, school, community organizations); Conducted events that included 5 elementary school talks on pedestrian, bicycle and car safety, 2 high school group talks on underage drinking and driving, and two cub scout troop talk on wearing seatbelts and using booster seats. Gave an on-air interview demonstrating the effects of drinking and impairment for the morning news on KTVI/Channel 2, the Fox affiliate. Gave a presentation on "Teen Driving Concerns" for a mixed audience of teenagers and parents at St. Luke's Hospital.

- Child Car Seat Check Points; Conducted six child car seat check points around the area for corporate, community and civic groups providing parent educational contacts.

- Child Car Seat Installation Appointments; made appointments at the police department for any metro area resident in need of child restraint installation and education wherein 342 car seats were properly installed.

- Bicycle Helmet Fitting and Sales; Conducted one event where bicycle safety information and helmet fittings and sales were conducted. Approx. 30 helmets were sold and fitted (helmets were sold at-cost to both children and adults).

- Safety Belt Checks; Conducted a seat belt check at each of the two local high schools called Operation ReWard. This program monitors exiting vehicle traffic from the high schools and rewards belted occupants with a tootsie pop.

- Teen Academy; An eight week introduction to Law Enforcement for high school students. Two of the four sessions of traffic safety and DWI were taught (two were other police topics). Each session had 18-20 students. The DWI portion included lecture and a hands-on session where the students put on "Fatal Vision" impaired simulator goggles and attempted to drive a golf cart around a coned course. (taught one session)

- AARP Older Driver Workshop; Conducted two eight hour (over two days) classes for the older driver using the AARP curriculum, for 40 seniors.

·Safety Town; This officer was assigned as the coordinator and principal instructor of this very successful program that addresses street and other safety issues for kindergarten aged children. The children attend one of three, two week sessions taught by police officers in both classroom and a mock city environment. This officer's duties included five months of preparations, set-up and logistics of the program as well as teaching six weeks of the program where 200 children were taught the safety lessons.

·Victim Impact Panel; A court appointed program for generally first time traffic offenders. Six presentations were given reaching over 200 people about the problems impaired and improper driving habits can have on other people.

·Volunteers In Policing Program; Continued with training and support of the unique program where in our civilian volunteers were trained in the use of RADAR and the proper procedures for conducting and recording speeds. The volunteers have been going out on a regular basis conducting RADAR speed monitoring on streets where complaints have received. The volunteers turn in log sheets with the date, time, location, speed and license number of the violators and warning letters are mailed out. In addition the VIP's were trained in the enforcement of handicapped parking violations and have issued over 50 municipal parking tickets for that offense and an additional training course was developed and implemented in "Traffic Control and Direction" so that the VIP's could assist officers with traffic direction at special events and other incidents.

·Child Passenger Safety Task Force; Participated in the statewide CPS Task Force as the MoDOT District 6 CPS Liaison, reporting on activities, training and needs assessment for the District 6 area to the state Occupant Protection Coordinator. Attended an up-date and a summit as well as regular conference calls for the Task Force.

·Older Driver Task Force: Attended the NHTSA/MoDOT Older Driver Summit as a representative from the St. Louis area. This pilot program was initiated as a comprehensive approach to addressing older driver needs. I am still active with the Task Force as a Law Enforcement representative.

·Instruction/Teaching; The following courses were taught in the indicated topic areas:

(1)CPS Technician 32 hr course at St. Louis Co

(1)CPS Technician 32 hr. course at St.Charles

(1)CPS Technician 32 hr course at Metro West FD

(1)CPS Technician 32 hr course at Ferguson FD

(1)CPS Technician 32 hr courses at Mehlville Fire Protection District

(1)CPS Technician 32 hr course at Hannibal, MO for SafeKids

(1) 6 hr Car Seat Technician up-date class for St. Louis area CPS techs

(2) 8 hr Car Seat Installer classes (Operation Kids/Law Enforcement) for the St. Louis County and Municipal Police Academy

(4) 8 hour Child Car Seat classes, two for the St. Louis Co. Offices of the Division of Family Services, one for Lake St. Louis FD, and one for the St. Louis FD

(3) Death Notification classes for St. Louis County and Municipal Police Academy and one for the Missouri State Highway Patrol Academy in Jefferson City

(2) 16 hr Police Radar class for St. Louis County and Municipal Police Academy

(1) 8 hr DWI Report Writing and Court Testimony class for St. Louis County and Municipal Police Academy

(1) 8 hr DWI Crash Investigation class for St. Louis County and Municipal Police Academy

(7) Standardized Field Sobriety Testing Practitioner classes with the Missouri Safety Center at St. Louis Co., Troy, MO, Creve Coeur, MO, and Washington, MO

(4) two-hour blocks of Breathalyzer Operations for Chesterfield PD as in-service training

(2) SFST Practitioner re-certification courses for at CMSU Safety Center Creve Coeur, MO

(1) SFST Instructor Up-Date course at St. Charles for CMSU Safety Center

(3) assisted with three SFST practicals for SFST courses at CMPA

(2) NHTSA "Law Enforcement and the Older Driver" courses at CMPA

The above teaching assignments resulted in 464 hours of instruction.

·Training Conferences; In an effort to stay current and up-to-date with traffic safety issues the following conferences were attended:

Missouri Blueprint for Safer Roadways Conference, St. Louis  
Lifesavers Conference, Chicago, IL

·Miscellaneous; Maintained my position as an advisory board member of Safe Kids-St. Louis, dealing mainly with passenger restraint, bicycle and pedestrian safety issues and as member of the St. Louis Regional Traffic Safety Council and the Metro Area Public Information Officers Association.

·Awards: Received the St. Louis Regional Traffic Safety Council's "Honorable Mention for Traffic Safety Education Officer of the Year" award for promoting traffic safety issues

·Received the "Crystal Wagon" award from Cardinal Glennon Children's Hospital as a champion of children, for work in child passenger safety

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**FUNDING:**

402 : \$31,000.00

**HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Child Safety Seat Survey

**PROJECT NUMBER:**

07-PT-02-146

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Child Seat Survey

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

**PROJECT DESCRIPTION:**

The data collected allows the state to measure the effects of efforts in education, public information, and enforcement statewide. The methodology is based on the guidelines established for the pilot study and subsequent data collection conducted beginning in 2002. Selected counties and locations remain the same as those surveyed in the last three years, with six urban locations and six rural locations surveyed in identified counties. Collection time frames are the same, and the vehicles that qualify for observation are the same as vehicles where data is collected in the statewide seat belt survey. All efforts will be made to retain core data collectors to ensure that consistent data is being collected. Detailed reports are submitted to the Highway Safety Division upon completion of the study.

**PROBLEM IDENTIFICATION:**

In Missouri, there is a 12% non-usage rate based on the 2007 Child Restraint Observational Survey. Child safety seats reduce the risk of death by 71 percent for infants (less than 1 year old) and by 54 percent for toddlers (1-4 years old) in passenger cars. Children age 4 to 7 who use booster seats are 59 percent less likely to be injured in a crash than children who were restrained only by a safety belt.

**GOALS AND OBJECTIVES:****Goals**

1. Using trained data collectors in established survey locations, collect current usage data on child seat usage in twenty counties.
2. Collect and run analysis of data to formulate final report for the Highway Safety Division

**Objectives**

1. Conduct an ongoing study to determine 2008 usage rate of child safety seats in the targeted counties.
2. Collect data and report to Highway Safety Division in final report format.

**RESULTS:**

The Missouri Safety Center conducted the child safety seat survey between March 1 and May 31, 2007. The survey was conducted in 18 counties at 21 Wal-Mart Supercenters or stores. The



purpose of the survey was to determine observed restraint use. The 2007 data from 21 survey sites revealed that 88.2% of the 4,180 children under age four were restrained. This is a 5.4 percent increase over the reported 2006 restraint use figure of 82.8%.

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**FUNDING:**

402 : \$30,000.00

**HS CONTACT:**

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# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

Operation Lifesavers

**PROJECT NUMBER:**

07-PT-02-09

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Aggressive Drivers

**AGENCY NAME:**

MO Dept. of Transportation

**AGENCY CONTACT:**

Director Pete Rahn

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**PROJECT DESCRIPTION:**

MoDOT and Operation Lifesaver will conduct Operation Lifesaver safety educational workshops across Missouri. The Railroad Section has identified 8 target counties and will give presentations to schools, bus companies, trucking companies and community groups to spread the message about railroad safety.

OL will target a special campaign with Metro Link riders within St. Louis because they have over 15 million riders a year. OL believes that with special signs alerting motorists to the dangers of highway-rail crossings, large groups of people can easily be targeted in a community.

The Railroad Section will start a Missouri railroad safety week, which includes a media release and involvement from Missouri railroads to spread the word about near misses, trespassing, playing near railroad tracks, etc. OL will run newspaper adds in target counties along with possible radio advertising.

Missouri will sponsor the "Operation Lifesaver" train within Cole, Moniteau or Audrain County. This train is equipped with cameras on the front and rear end and allows people sitting in a passenger car to view what the engineer sees. It will be brought to a community with the cooperation of the railroad, MoDOT, Operation Lifesaver and community leaders such as the prosecuting attorney, law enforcement and legislative members who will show the importance of promoting railroad crossing safety.

Missouri will be a lead state in bringing "first responders" up to speed on the importance of responding to train related emergencies. Two Operation Lifesaver volunteers will be trained in responding to railroad emergencies. These two people will then be available to train other first responders within Missouri.

Enforcement will become a bigger topic among prosecutors and police in Missouri in aggressively enforcing laws against running lights and gates and in trespassing on dangerous areas around railroad property. To do this, presentations will be made to police departments, legal or prosecutor-related groups on these issues. The Railroad Section will also participate in "Officer on the train" programs to have officers get a real view of how people ignore the dangers of trains. The stops will be combined with seat belt reminder efforts as well. General packets will be sent to each

police department with railroad specific information, general dangers of railroad crossings, and who to contact in case of emergencies.

#### **PROBLEM IDENTIFICATION:**

Fatalities at highway-rail crossings increased from 8 in 2004 to 17 in 2005. Total collisions at highway-rail crossings were up from 44 in 2004 to 62 in 2005. The funding from the Highway Safety Division is needed to continue to work to reduce the number of highway-rail crossing collisions by implementing the action plan set forth by the Missouri Operation Lifesavers Board of Directors.

#### **GOALS AND OBJECTIVES:**

Goals:

- 1) Reduce highway rail crossing fatalities by 2%
- 2) Reduce highway rail crossing collisions by 2%

Objectives:

- conduct approximately 10 positive enforcement campaigns across the state,
- present at least 1,000 educational safety programs statewide,
- distribute over 5,000 flyers to riders of metro link as a means to reach a large amount of ridership,
- determine target audience for railroad safety presentations,
- reduce trespassers on railroad property through educational programs,
- educate motor vehicles on hazards of driving around lights and gates in the down position,
- educate the traveling public to identify railroad "cross buck" as a yield signs,
- identify ways of reaching driver education programs to emphasize railroad safety within their program,
- increase pavement markings to ensure motorists know contour of the road at crossings,
- increase illumination at problem crossings or install rumble strips to warn motorists,
- alert law enforcement groups of motorists driving around lights and gates or near misses to help enforce local/state laws.

#### **RESULTS:**

The number of highway-rail grade crossing fatalities was reduced from 17 to 5 from 2005 to 2006. This funding was used for educational materials, brochures, radio ads, training, a banner, citation holders for police officers and presenter fees. The materials were distributed during presentations and exhibits conducted by voluntary Operation Lifesaver support groups. Thousands of people were educated about the potential dangers of railroad grade crossing crashes.

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#### **FUNDING:**

402 : \$57,000.00

#### **HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Team Spirit

**PROJECT NUMBER:**

07-SA-09-03

**PROGRAM AREA:**

Safe Communities

**JURISDICTION SIZE:**

35,596

**TYPE OF JURISDICTION:**

Rural

**TARGETED POPULATION:**

High School Students

**AGENCY NAME:**

Cape Girardeau Safe Communities

**AGENCY CONTACT:**

Ms. Sharee Galnore

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**PROJECT DESCRIPTION:**

The Team Spirit project is designed to empower youth to take an active role in preventing alcohol and other drug use that impairs driving. It is a carefully developed two and half-day summer training program for students and their advisors. School teams are recruited regionally, however, this training is offered to schools throughout Missouri.

The teams attending the training develop an "Action Plan" to implement upon returning to their school. Action Planning includes the identification of specific substance use and impaired driving related problems, goals, and objectives to address the problems, and a time and task chart which outline how the team members will actually meet their goals and objectives by implementing selected projects.

A teen staff member facilitates each school team through the Action Planning Process. A mandatory staff training is held 1-2 months prior to the conference. This training provides the staff with the opportunity to review the action planning process, conference agenda, and team assignments as well as volunteering for various conference tasks.

Two conferences will be held each summer, one in southeast and one in central Missouri. School teams are recruited regionally, however, this training is offered to schools throughout Missouri. Conference attendance is limited to no more than ten (10) teams with eight (8) students and two advisors per team, per conference. Letters, brochures and pre-conference registration are sent to school Superintendents, Principals, Counselors and special group advisors. Follow-up phone calls and pre-site visits are made to offer additional information, answer questions and to motivate and encourage teams to attend.

**PROBLEM IDENTIFICATION:**

A young driver's inexperience combined with extreme risk taking behavior has tragic consequences. Young drivers are substantially over-involved in traffic crashes. Most of these crashes are both predictable and preventable and should not be accepted by society. Behaviors more frequently associated with injury and death in motor vehicle crashes are non-use of safety belts, driver inattention, speeding, and driving under the influence of alcohol or drugs.

In the State of Missouri, during the year 2005:

Young drivers (under 21) were overrepresented in traffic crashes in proportion to the number of licensed drivers. Young drivers (under 21) accounted for only 10.8 percent of the licensed drivers, however, young drivers were involved in 28.9 percent of all traffic crashes

A total of 249 people were killed and 20,464 were injured in traffic crashes involving a young driver.

One person was killed or injured in a young driver involved traffic crash ever 25.4 minutes.

A survey of Missouri high schools revealed teen safety belt usage rate of 54%

Cape Girardeau ranks as one of the top cities in Missouri for motor vehicle crash incidents. In 2005, Cape Girardeau had a total of 1,881 traffic crashes, with 52 being alcohol related. In addition, a total of 5,254 hazardous moving violations were issued; 49 careless and impudent, 3,224 speeding, 400 DWI and 4,357 issued for other hazardous moving violations.

### **GOALS AND OBJECTIVES:**

**GOALS:** To promote safe driving habits for youth by preventing alcohol and other drug use, inattentive driving behaviors, and promoting safety belt use.

#### **Objectives**

To increase participants' knowledge about alcohol and other drug use that impairs driving and to explore their attitudes and behavior related to these topics.

To increase participants' knowledge about choices and consequences related driving/riding in a motor vehicle.

To train and assist teams in developing an Action Plan that is presented at the Conference and submitted in writing to the Conference Coordinators.

Introduce participants to a variety of strategies for prevention and intervention of youth alcohol/drugs use and impaired driving; and other unsafe driving behaviors.

Empower youth to take a lead role in working with peers and adults to address issues related to the use of alcohol and other drugs and unsafe driving behaviors.

Help participants build social, leadership, and organizational skills by practicing them in a

supportive  
setting.

Train teams in the action planning process and provide an on-going technical assistance to the Team Spirit teams to implement their Action Plan.

Provide opportunities during the school year for all Team Spirit teams to participant in a joint activity with other trained teams throughout the state.

Provide coordination of training and follow up with teams throughout school year.

**RESULTS:**

Nineteen high school teams participated in the 2007 Team Spirit Leadership Program and completed Action Plans for their schools.

The objectives met included:

Increasing the participants knowledge of traffic crashes and the law

Increasing the participants knowledge choices and consequences

Learning the Action Plan Process

Learning strategies for prevention, intervention, leadership, social and organizational skills, were all met through the workshops and daily team time for action plan development.

Team Spirit participants attended ten workshops or presentations during the conference addressing;

Traffic Crashes & DWI Law - Lt. J.R. Davis, CGPD

State DWI Law and Choices & Consequence - MSHP

Team Building Project - National Guard

Communication Skills

True Colors

DWI Victim Impact Panel

Mock DWI Docu Drama Presentation with Speaker - Holly Baker

Action Plan Process

PACE Car Presentation - CGPD

Think First Presentation - Penny Bailey

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**FUNDING:**

402 : \$101,306.00

**HS CONTACT:**

Adrian Hendricks

2211 St. Mary's Blvd

P.O. Box 270

Jefferson City, MO 65102

573-751-4161

# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

Young Driver Program

**PROJECT NUMBER:**

07-PT-02-11

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Young Drivers

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

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**PROJECT DESCRIPTION:**

These funds will be directed at programs originating from the Highway Safety Division targeting the reduction of fatalities and injuries in the youth age group.

**PROBLEM IDENTIFICATION:**

A young driver's inexperience combined with extreme risk taking has tragic consequences. Young drivers are substantially over-involved in traffic crashes. Over 40% of all deaths among 16-19-year olds in the United States are a result of motor vehicle crashes. These crashes are both predictable and preventable and should not be accepted by society.

**GOALS AND OBJECTIVES:**

Initiate and Develop programs and strategies that address the youth of Missouri in the prevention of Fatalities and Disabling injuries.

**RESULTS:**

1 866 Must B 21 Hotline

Initiate and Develop a Youth/Teen alcohol prevention "party crasher" hotline to help reduce youth underage drinking, binge drinking, and social hosting

Highway Safety continues in the development of the 866 Must B 21 party crasher hotline.

SaveMoYouth Website

Initiate and Develop a website specifically geared toward youth and teens promoting alcohol awareness, Highway Safety, distracted driving prevention and healthy choices.

The Highway Safety Division has initiated the development of the youth, which is being finalized for launch.

Missouri Takes Charge Conference 2008

Highway Safety sponsors the development of a Statewide organization and strategies conference for state agencies and youth workers called Missouri Takes Charge 2008

Promotes collaboration amongst regional community coalitions, Statewide planning, Strategies and education workshops. Also, working toward the initiation of a Youth Advisory Council.

Launch another Team Spirit conference site in Kansas City  
Develop 2 year plan to increase statewide youth participation and leadership development.  
Initiated the Kansas City Team Spirit Conference as well as an 8 HR Team Spirit Leadership training for Peer Leaders.

Destination safe Comic book re-order  
Provided Highway Safety education material to "tween" aged youth. Distributed 10,000 destination safe comic books to Middle Schools and Elementary Schools.

Every 15 Minutes program  
Revised the "Every 15 min." program manual and distributed to districts statewide.

Battle of the Belt 2007  
Revised Battle of the Belts Program to include a Highway Safety PSA and Storyboard component.  
Includes a version for State Colleges and Universities.  
Increased the Battle of the Belt participation throughout the state.

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**FUNDING:**

402 : \$75,000.00

**HS CONTACT:**

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Jefferson City, MO 65102  
573-751-4161



# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Occupant Protection

**PROJECT NUMBER:**

07-PT-02-142

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

High School Aged Drivers

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

**PROJECT DESCRIPTION:**

Using the established data collection process as developed in 2003 and continued through 2006, the Missouri Safety Center proposes to continue the data collection at 150 schools to measure regional changes in youth seat belt usage statewide.

**PROBLEM IDENTIFICATION:**

Throughout the course of the statewide seat belt usage data collection process, high school-aged drivers have been identified as an at risk group. As a result of this determination a pilot study was established by the Highway Safety Division and the Missouri Safety Center to conduct special observational surveys at a selected 150 high schools statewide. The program determined a baseline observational usage rate so that the agencies could develop additional programs to effect a positive change in the seat belt usage rate. The ongoing goal of the Missouri Blueprint is to reduce crashes, injuries and deaths among all age populations, including young drivers. In 2004, under the pilot survey, young driver seat belt usage rates in MoDOT Districts 5, 7 and 10 were documented at 53.5%. The same districts were re-surveyed in 2005 with a new observed usage rate of 56.4%. This was after a special STEP enforcement program conducted separately from the data collection process. The new rate of 56.4% is still less than the NHTSA goal of 85% usage. The Missouri Safety Division proposes to continue the data collection to measure statewide efforts to raise the usage rate.

**GOALS AND OBJECTIVES:**

Goal: To determine both a statewide seat belt usage rate for high school aged drivers and a local usage rate by school. The intent is to measure both statewide efforts as well as local efforts and their effect on seat belt usage.

Objective: To conduct a Missouri High School Seat Belt Survey at the 150 schools statewide.

**RESULTS:**

The High School Seat Belt Survey was conducted between March 15 and April 16, 2007. A total of 25,608 observations were collected at the targeted 150 high schools statewide. There were 15,227 teenage and 8,691 adult drivers observed. In addition, 1,690 front seat outboard passengers were identified of which 1,502 were teenagers. Of the 15,227 teenage drivers observed 9,296 or 61.1 percent were using safety belts. This is a 3.2 percent increase over the 57.9 percent using safety belts in 2006. This number is still well below the 2007 statewide safety belt use rate of 77.1

percent.

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**FUNDING:**

402 : \$65,000.00

**HS CONTACT:**

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573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Think First Missouri

**PROJECT NUMBER:**

07-PT-02-148

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

All

**AGENCY NAME:**

University of MO Curators

**AGENCY CONTACT:**

Mr. Billy Jamison

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**PROJECT DESCRIPTION:**

ThinkFirst Missouri is an integral part of an important network of organizations and individuals dedicated to injury prevention in Missouri. Working individually and in alliance with other advocates at the local, state and national level, ThinkFirst has demonstrated itself as a capable organization with a proven track record and solid reputation for delivering high quality traffic safety programs statewide.

ThinkFirst presentations feature powerful and memorable personal testimonies of Voices for Injury Prevention (VIP) speakers. ThinkFirst VIPs are young people who have survived a traumatic brain or spinal cord injury. These speakers describe their injuries, the challenging experience of physical and psychological rehabilitation, and what it is like to be young and live life with a disability. Program research demonstrates that the testimony of the VIP is the component of the ThinkFirst presentation that provides the greatest impact.

**PROJECT #1: THINKFIRST FOR TEENS SCHOOL ASSEMBLY PROGRAM:**

ThinkFirst Missouri will provide ThinkFirst for Teens School Assembly Program presentations to fifty-five Missouri schools. The traffic safety-based assembly will be planned, implemented, and evaluated by experienced ThinkFirst Missouri staff, including the Director (Michelle Gibler, PhD), Assistant Director (Penny Lorenz-Bailey), and Administrative Associate (Jennifer Blair). Thousands of Missouri students will receive vital traffic safety education and become better prepared and motivated to drive safely and responsibly. The assembly will be made available in a variety of formats to accommodate the needs of the students and school (e.g., classroom, combined classrooms, auditorium, gymnasium, etc.).

**FOUR SUPPORT AREAS WITHIN THINKFIRST FOR TEENS SCHOOL ASSEMBLY PROJECT:**

1. Traffic safety poster design, development, printing and distribution -- Funds are being requested to support the professional creative services related to the design, development, printing and distribution of a large, full-color traffic safety poster. The WoodruffSweitzer marketing company (located in Columbia, MO) will serve as the vendor for the initiative as this company formally proposed the creative concept for the poster in January 2006. The poster, known as the "Pavement

Poster," will feature the up-close image of the pavement and yellow center line with hard-hitting text promoting safety belt use. The poster initiative will be completed by May 1, 2007. Posters will be mainly distributed by ThinkFirst chapter personnel statewide and displayed primarily in schools; however, Blueprint Coalitions statewide will also receive copies of the poster for large-scale distribution and posting in high-traffic settings in communities and at worksites.

2. ADAM Campaign supplies--ThinkFirst Missouri is requesting support for Year 3 of the successful ADAM--Attentive Driving Always Matters--Campaign. The program will be delivered in three Columbia area high schools in partnership with the University of Missouri-Columbia CHEERS program (via Assistant Director, Student Wellness Center, Kim Dude). A committee of school counselors, prevention educators, and the parents of a local young man and woman who died in a traffic crash will plan, develop and implement the third year of the ADAM Campaign at Hickman, Rock Bridge, and Douglass High Schools during the spring of 2007. The majority of the design work for the ADAM Campaign posters was completed in 2005 and 2006 by staff at the University of Missouri-Columbia Student Wellness Center; however, additional funds in the amount of \$1,395 are being requested to support additional design work and printing expenses related to updating information on posters and creating a variety of posters featuring multiple traffic safety messages. These rotating posters will be attached to A-frame message boards and placed strategically in hallways throughout high schools in Columbia. Reinforcement/incentive items for the ADAM Campaign include 1000 static window decals distributed by students and staff following each ADAM Campaign assembly.

3. Statewide meeting of ThinkFirst VIPs, chapter directors and chapter personnel -- ThinkFirst Missouri is requesting travel and meal-related funds to support a statewide meeting of all ThinkFirst VIPs, chapter directors and chapter personnel. The goal of the meeting is to improve communication, share current best practices in prevention, provide a venue for networking and collaboration among the six chapters and numerous VIPs, discuss issues of program delivery and development, and update attendees on Blueprint activities statewide. The ThinkFirst Missouri Director, Co-Director and Administrative Associate will coordinate and implement the meeting during the 06-07 contract period. Requested funds include expenses for approximately 30 ThinkFirst VIPs, chapter directors and chapter personnel to travel to Columbia, MO for one day-long meeting. Lunch and two refreshment breaks will be provided. Mileage expenses will be reimbursed. Speaker stipends and lodging expenses will not be necessary to implement this initiative.

4. ThinkFirst For Youth Safety Education Curricula purchase and distribution for grades 4-8 -- ThinkFirst For Youth (TFFY) is a new safety education curriculum of the ThinkFirst National Injury Prevention Foundation. TFFY provides youth in grades four through eight with safety lessons on decision-making skills, a confident self-image, and an ability to withstand peer pressure. The curriculum includes a variety of different teaching styles and age-appropriate activities to best meet the learning and development needs of the students. TFFY has been beta-tested among pre-teen audiences in pilot sites nationwide.

#### **PROBLEM IDENTIFICATION:**

In 2005, the average safety belt use rate was 82% in the United States and 77% in Missouri (Missouri Department of Transportation [MoDOT], 2006). In 2004, more than half of passenger vehicle occupants killed in traffic crashes were unrestrained (NHTSA/NCSA, Report DOT HS 809 911) It is estimated that safety belts can reduce fatalities to front seat occupants of cars by 45% and of light trucks by 60% (United States Department of Transportation [USDOT], Report DOT HS 809 819, 2004). NHTSA estimates that an additional 5,839 lives could have been saved

in 2004 had all occupants over 4 years old been wearing a safety belt (NHTSA/NCSA, 2006). In Missouri, it is estimated that an 11% increase in safety belt use would save an additional 90 lives and millions of dollars each year (MoDOT, 2006).

Safety belt use among young drivers in Missouri is alarming low. Results of a recent survey among Missouri teens revealed a 56 % safety belt usage rate. The overall statewide safety belt usage rate is 77 percent (<http://www.modot.org/safety/YoungDrivingFacts.htm>). In addition to low safety belt use, speeding and speeding-related fatalities among young drivers are also quite prevalent. Thirty-eight percent of male drivers age 15-20 who were involved in fatal crashes in 2004 were speeding at the time of the crash (NHTSA/NCSA, Report DOT HS 809 918).

Motor vehicle crashes account for 50% of all Traumatic Brain Injuries (TBI) and 44% of all Spinal Cord Injuries (SCI). Consequences of TBI are severe and life altering, including problems with memory, concentration, mood, judgment, seizures, coordination, vision, speech and emotion. Similarly, consequences of SCI are severe, including loss of mobility, sensation, bowel and bladder control, and sexual function. Survivors of both types of traumatic neurological injuries require extensive, on-going rehabilitation. The tragic consequences of motor vehicle-related injuries have far-reaching, long-lasting implications on numerous levels--impacting the individual, families and communities across the state.

## **GOALS AND OBJECTIVES:**

### **PROJECT #1 GOAL:**

To increase knowledge and awareness of the risks related to unsafe driving practices among young people, those most at risk for traffic-related injuries and deaths.

### **MEASURABLE OBJECTIVE:**

ThinkFirst for Teens School Assembly Program presentations will be delivered to fifty-five Missouri schools by Think First Missouri staff by September 30, 2007.

### **PROJECT #2 GOAL:**

To increase knowledge and awareness of the risks related to unsafe driving practices at the worksite and in community settings.

### **MEASURABLE OBJECTIVE:**

Thirty ThinkFirst Corporate/Community Traffic Safety Program presentations will be delivered to worksites or community organizations statewide by ThinkFirst Missouri staff by September 30, 2007.

**PROJECT #3: THINKFIRST GREATER KANSAS CITY CHAPTER SUPPORT: \$20,000**  
(includes \$4,000 for F & A/Indirect costs).

### **GOAL:**

To heighten awareness about brain and spinal cord injuries and safety measures that can be used to prevent such injuries and deaths.

### **MEASUREABLE OBJECTIVE:**

ThinkFirst Greater Kansas City staff will plan and conduct traffic safety presentations at forty Missouri schools by September 30, 2007.

## **RESULTS:**

### **STRATEGIES IMPLEMENTED**

1. Sixty-eight (68) ThinkFirst For Teens School Assembly Program presentations were conducted in sixty-two (62) schools statewide.
2. Thirty-three (33) Corporate/Community Traffic Safety Program presentations were conducted at thirty-two (32) worksites/organizations statewide.
3. Ten (10) "Almost Home" Drowsy Driving Prevention Programs were conducted at ten (10) sites statewide.
4. Eighty-eight (88) ThinkFirst For Teens School Assembly Program presentations were conducted in forty-nine (49) Kansas City-area schools via a sub-contractual agreement with ThinkFirst Greater Kansas City..
5. One (1) traffic safety poster for schools was designed, developed and distributed statewide.
6. Seven (7) Attentive Driving Always Matters (ADAM) program assemblies were delivered to Columbia-area high schools.
7. One (1) Statewide ThinkFirst VIP/Chapter Director Training Workshop was conducted.
8. Ten (10) ThinkFirst For Youth (TFFY) injury prevention curricula were placed in Missouri middle schools.
9. The ThinkFirst "Woulda, Coulda, Shoulda" poster content was modified to accommodate a new marketing/promotional item and distributed statewide.

### **RESULTS**

1. A total of 17,456 Missouri students received traffic safety education via the ThinkFirst For Teens School Assembly Program conducted at sixty-two (62) schools (see attached School Assembly Program Summary Excel page).
2. A total of 3,293 Missourians received traffic safety education via the ThinkFirst Missouri Corporate/Community Traffic Safety Program conducted at thirty-two (32) worksites/organizations (see attached Corporate/Community Traffic Safety Program Summary Excel page).
3. A total of 831 people received the "Almost Home" drowsy driving prevention program conducted at ten (10) worksites/organizations (see attached Drowsy Driving Program Summary Excel page).
4. A total of 15,214 Kansas City, Missouri-area students received traffic safety education via the ThinkFirst Greater Kansas City ThinkFirst For Teens School Assembly program conducted at forty-nine (49) schools (see attached Kansas City Summary Excel page).
5. A large, full-color "Pavement" poster was designed and developed by the WoodruffSweitzer advertising agency of Columbia, Missouri. The purpose of the poster was to reinforce traffic safety messages primarily in the school setting. A total of 1,000 posters were printed at the University of Missouri print shop. To date, 500 posters have been distributed to schools and organizations statewide. The remaining inventory of 500 posters will be distributed to schools and via state conferences and Blueprint Coalition activities during FY 2007-2008 (sample of poster to arrive via mail).
6. Seven (7) ADAM assemblies were delivered to 1,450 senior students at Hickman, Rock Bridge High, and Douglass High Schools in Columbia, MO during Spring 2007. The assemblies

and accompanying school-based awareness campaigns were conducted in partnership with Kim Dude at the University of Missouri-Columbia Wellness Resource Center/CHEERS program, and Lori Popejoy, mother of Adam Popejoy-the campaign's namesake. Ninety-eight (98) laminated posters featuring messages for various traffic safety topics were designed and printed by CHEERS staff. These posters were displayed in school hallways on high-visibility sandwich boards during the weeks just prior to and following the ADAM assemblies. In addition to the recurrent placement of posters, one thousand (1,000) ADAM static cling stickers were distributed to assembly attendees (sample of static cling sticker to arrive via mail).

7. To expand the network and improve the knowledge and skills of ThinkFirst VIP speakers and chapter directors across Missouri, a 2-day VIP/Chapter Director Training Workshop was hosted June 20-21, 2007 in Columbia, Missouri. The Workshop was attended by thirty-eight (38) ThinkFirst VIP speakers, chapter directors, staff and volunteers. A list of Workshop attendees, the agenda, and results of the Workshop evaluation are available upon request.

8. The ten (10) TFFY injury prevention curricula purchased with FY 06-07 funds early in the year were successfully placed in Missouri middle schools via members of the Missouri Association of School Nurses (see attached TFFY Summary Excel page). An additional ten (10) curricula were purchased with remaining MoDOT funds at year-end and will be distributed statewide during FY 07-08.

9. The widely popular 05-06 "Woulda, Coulda, Shoulda" poster was modified during FY 06-07 to extend its reach. The content of the poster was re-formatted and displayed on a card-stock, pop-up display "brick" (sample of "brick" to arrive via mail). A total of 2,500 pop-up "bricks" were printed using 06-07 funds. The item was provided to ThinkFirst chapters across Missouri for distribution in schools. In addition, the pop-up display "brick" will be a central part of a statewide mailing to Missouri schools during FY 07-08.

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**FUNDING:**

402 : \$242,250.00

**HS CONTACT:**

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P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Occupant Protection

**PROJECT NUMBER:**

07-157-PT-02

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Unrestrained drivers

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

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**PROJECT DESCRIPTION:**

The Missouri Safety Center proposes the continuation of funding for the Occupant Protection Selective Traffic Enforcement Program (STEP). This program is a mobilization as defined in the Blueprint and is designed as a countermeasure for occupant protection. This program is designed to encourage more public compliance with seat belt laws. The STEP will concentrate on one specific enforcement period in Missouri, which is late May to early June. This targeted wave will concentrate on speed, seat belt, DWI and child restraint enforcement. The Missouri Safety Center will contract with local law enforcement agencies to conduct targeted enforcement on specific roadways and at specific times deemed advantageous to establishing greater seat belt usage and/or DWI enforcement. Each agency will be required to conduct overtime enforcement within its jurisdiction to increase public knowledge and compliance with seat belt usage and as a deterrent/apprehension effort for DWI drivers. Each local agency will be required to supply data from their efforts to the Missouri Safety Center in a timely way to facilitate reporting statewide information to the media. The Missouri Safety Center will coordinate its efforts with the Missouri State Highway Patrol and the Highway Safety Division to make effective use of all public information releases. All programs will report to the Highway Safety Division concerning all enforcement and funding data collected.

**Goals:**

1. To identify as many law enforcement agencies as possible to target 20 primary counties and connecting roadways that feed into those counties in order to conduct seat belt surveys and offer those agencies seat belt enforcement contracts.
2. To collect and compile enforcement data from contracted agencies to form statewide enforcement data.
3. To use collected data for distribution to media as part of the public information program.

**Objectives:**

1. Contract with up to 150 law enforcement agencies to provide enforcement activities on selected and targeted roadways for occupant protection enforcement, primarily through writing seat belt non-compliance tickets.
2. To establish a data base system to collect and compile each agency's data and generate statewide data.
3. To work with the Missouri State Highway Patrol and the Blueprint PIE sub committee to



release information to the media.

The Missouri Safety Center will provide roadway data corresponding with recently conducted statewide seat belt surveys to assist the grantees of the STEP projects in prioritizing roadways. Law enforcement agencies within highly populated counties will be considered for funding.

#### **PROBLEM IDENTIFICATION:**

Seat Belt usage in Missouri is a priority of the Missouri Blue Print. Nationally, statistics indicate a seat belt use rate of 82%, but in Missouri, observation survey data indicates a current usage rate of 77.41%. This is an increase from 60.82% in 1999, but it still falls short of the national goal of 85%. In 2000, Missouri began to use a STEP (Selective Traffic Enforcement Program) to gain additional seat belt compliance from the motoring public. In the year 2000, Missouri had a gain from 60.82% to 67.72% in seat belt usage. From 2000 to 2001 an additional gain was made from 67.72% to 67.91%. In 2002, additional local agencies were added to the STEP enforcement group, as well as coordinated media efforts. This resulted in an increased usage rate from 69.71% to 72.9%, and the 2004 rate was 75.9%. In 2005 the STEP program increased the number of agencies to 135 from 100, which resulted in an additional increase in usage to 77.41%. Enforcement has been shown to be highly effective, especially when combined with high levels of media coverage. Missouri continues to lag behind the National rate of 85% reported by the National Highway Traffic Safety Administration, and Missouri continues to be a secondary enforcement state. A strong need exists to continue to move the usage rate upward in Missouri. Increased numbers of belted drivers reduces the injuries and deaths associated with traffic crashes. In 2002, 67.4% of Missouri traffic fatalities were not wearing seat belts. 95.7% of drivers involved in traffic crashes who were wearing seat belts were uninjured. STEP enforcement will help reduce traffic injuries and fatalities by increasing seatbelt usage.

#### **GOALS AND OBJECTIVES:**

##### **Goals:**

1. To identify as many law enforcement agencies as possible to target 20 primary counties and connecting roadways that feed into those counties in order to conduct seat belt surveys and offer those agencies seat belt enforcement contracts.
2. To collect and compile enforcement data from contracted agencies to form statewide enforcement data.
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##### **Objectives:**

1. Contract with up to 150 law enforcement agencies to provide enforcement activities on selected and targeted roadways for occupant protection enforcement, primarily through writing seat belt non-compliance tickets.
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The Missouri Safety Center will provide roadway data corresponding with recently conducted statewide seat belt surveys to assist the grantees of the STEP projects in prioritizing roadways. Law enforcement agencies within highly populated counties will be considered for funding.

**RESULTS:**

See attached results.

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**FUNDING:**

157 Incentive : \$200,000.00

**HS CONTACT:**

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## Mobilization Report

**Mobilization:** Click It or Ticket  
**Report Year:** 2007  
**States Reporting:** MO  
**States Participating:** MO  
**Todays Date:** 11/20/07

	2006	2007	% Change
<b>Participating States</b>			
Participating Agencies	144	146	1.39%
Reporting LE Agencies	144	144	0.00%
Total Hours Worked	6986	9566	36.93%
Number of Checkpoints	0	0	
<b>Citation Information</b>			
DWI Arrests	68	73	7.35%
Safety Restraint Citations	3369	4028	19.56%
Child Passenger Citations	84	166	97.62%
Felonies	23	20	-13.04%
Stolen Vehicles	0	8	
Fugitives Apprehended	0	55	
Suspended Licenses	0	107	
Uninsured Motorists	0	262	
Speeding	5656	6245	10.41%
Reckless Driver	106	94	-11.32%
Drugs	23	27	17.39%
Other	6541	8246	26.07%
<b>Paid Media Information</b>			
Total Spent by Participating States	\$134,038.00	\$228,614.00	70.56%
TV	\$0.00	\$154,714.00	
Radio	\$134,038.00	\$73,900.00	-44.87%
Print	\$0.00	\$0.00	
Billboards	\$0.00	\$0.00	
Other	\$0.00	\$0.00	
<b>Earned Media</b>			
Number of TV Spots	0	0	
Radio Spots	6103	0	-100.00%
Press Conferences	1	3	200.00%
TV News	12	2	-83.33%
Radio	20	7	-65.00%
Print	50	45	-10.00%
Other	0	0	

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

LETSAC

**PROJECT NUMBER:**

07-PT-02-02

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:****AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

Highway Safety will provide the format for monthly meetings of the LETSAC Board and provide funding for mailings, printing, and conference expenses.

**PROBLEM IDENTIFICATION:**

Highway Safety must insure that it is well informed by local law enforcement agencies and officers. This is critical in order for the division to remain appraised of their needs and concerns.

**GOALS AND OBJECTIVES:**

Host monthly meetings, plan a general membership training session, plan and coordinate the annual conference.

**RESULTS:**

The LETSAC board meet eleven times throughout the contract period a general membership meeting was held on November 3, 2006 at the Ike Skelton National Guard Armory. The Bureau Chief of the Kansas Traffic Safety Office Pete Bodyk gave a presentation on "Underage Drinking Getting Involved at All Ages", additional training was presented on Iowa corridor enforcement projects presented by Bob Rushing and Randy Hunefeld with the Iowa Office of Traffic Safety. The annual LETSAC conference was held at Lake Ozark July 9-13 there were 19.5 CEH's were offered. The attendance at the 2007 conference 225 law enforcement officers from around the state.

**FUNDING:**

402 : \$33,850.00

**HS CONTACT:**

Bill Whitfield  
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573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Mature Driver Program

**PROJECT NUMBER:**

07-PT-02-07

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Mature Drivers

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The objective of this in-house memo project is to increase awareness of safe driving habits among Missouri drivers over the age of 65.

Informational materials and educational programs will be created to reach this age group and their family members with targeted messages in order to reduce deaths and injuries resulting from traffic crashes.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from 529 through 33 years of age. They are the seventh leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Our population is aging and older drivers are increasing their exposure (miles driven/year) on the highways. Fatality rates per vehicle miles traveled have been falling for society as a whole, but older drivers' rates are increasing (NHTSA, 2005). According to the 2000 Census, Missouri ranked 14th nationally with 13.5% of the population age 65 or older.

There were 633,186 persons 65 years of age and over licensed in Missouri in 2005. They accounted for 14.8% of the 4,284,187 persons licensed in the State. Of all 2003-2005 fatal and disabling injury crashes in Missouri, 12.4% involved an older driver. In 2003-2005, 567 people were killed and 3,341 were seriously injured in traffic crashes involving an older driver.

**GOALS AND OBJECTIVES:**

The goal of this in-house memo project is to increase awareness of safe driving habits among Missouri drivers over the age of 65.

**RESULTS:**

MoDOT/HS participated in a national demonstration project over the last year, implementing five core programs in five communities in the state. The project kicked off with a workshop in October of 2006 and then followed up with multiple training sessions across the state. The five communities include Kansas City, St. Louis, Columbia, Springfield, and Cape Girardeau. Each community has a local coordinator that works directly with the state coordinator of this project.

The five core programs implemented include: law enforcement module, DriveWell, CarFit, Roadwise Review and a physician's module. All training and project activities have been charged to this project. In addition, earned media efforts have been conducted when applicable. The Highway Safety Office has maintained a database of agencies and partners contacted in carrying out this project which includes over 200 individuals. Another workshop was held in October of 2007 to bring the working group back together to set goals and objectives for FY'08.

The following training was held under this project:

- \* Assessing & Counseling the Older Driver - AMA Physicians Module -- trained 212 (approximately 40% were physicians)
  - \* DriveWell -- 77 people trained
  - \* CarFit -- 58 people trained
  - \* Law Enforcement Module -- 279 people trained
- 

**FUNDING:**

402 : \$50,000.00

**HS CONTACT:**

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**PROJECT TITLE:**

Mature Driver Training Program

**PROJECT NUMBER:**

07-PT-02-151

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Older Drivers

**AGENCY NAME:**

Washington University School of Medicine

**AGENCY CONTACT:**

Dr. David Carr

**PROJECT DESCRIPTION:**

This is a one-year pilot project to translate research findings and evidence-based practices with respect to medical fitness to drive in older adults for use in HP driver examination offices and contract driver licensing offices in Missouri. Published findings from the current medical literature with respect to aging and driving (e.g., Carr, Duchek, Meuser & Morris, 2006), guidelines from the Older Drivers Project of the American Medical Association (ODP-AMA; see <http://www.ama-assn.org/ama/pub/category/9116.html>), review of training curricula from other states (if available), and published reports from the US Department of Transportation and NHTSA will form the basis for this educational intervention.

We will target the specific learning needs of HP driver examiners and staff of DOR contract licensing offices). The curriculum will be structured for live presentation by a multidisciplinary team (i.e., similar to our existing driving and dementia workshop for health professionals; see Meuser et al, in press) and will include lecture material on the aging process, discussion of real life case examples developed from our concurrent HB-1536 evaluation project, and strategies for recognizing and documenting aging-related illnesses with respect to driving fitness. Trainees will receive a bound workbook, including slides and case materials, and a simple one-page checklist for use when interacting with and/or assessing older drivers in the future. Emphasis will not only be on recognition and understanding of common medical illnesses that may impair driving, but also how to support older driver safety and individuals to needed resources in the health community.

**PROBLEM IDENTIFICATION:**

The number of licensed drivers aged 65 years and older is expected to double over the next two decades (NHTSA, 2001). Many older drivers will outlive their ability to drive, however, due to changes in health/functional status (Foley, Heimovitz, Guralnick & Brock, 2002; Dellinger, Sehgal, Sleet, & Barrett-Connor, 2001) and/or due to cognitive impairment/dementia (Perkinson, Berg-Weger, Carr, Meuser, Palmer, Buckles, Powlishta, Foley, & Morris, 2005; Dubinsky, Stein & Lyons, 2000; Cotrell & Wild, 1999). The "medically unfit" older driver is likely to pose a significant risk to public safety and burden on our transportation system as the baby boom generation ages.

Although much is known about age-related medical illnesses and how they relate to driving

fitness, most states, including Missouri, are only just beginning to focus attention on this issue with respect to older driver licensing and traffic safety decisions. A substantial knowledge gap appears to exist with respect to medical fitness to drive in older adults between the medical-research communities and those immediately responsible for licensing decisions on the state level. There is a need to translate current medical and research findings into practical, age-appropriate strategies in support of the driver licensing process.

#### **GOALS AND OBJECTIVES:**

The Goal of this project is to develop a curriculum that can be used by the Missouri State Highway Patrol in training driver examiners across the state.

#### **RESULTS:**

The Older Driver Education and Research Team based at Washington University School of Medicine in St. Louis, developed a curriculum for use by MSHP. The team was comprised of Thomas Meuser, PhD, and David Carr, MD, Washington University; Marla Berg-Weger, PhD, Saint Louis University; Patricia Niewoehner, OTR/L, CDRS, St. Louis VA medical Center; and Peggy Barco, MS, OTR/L. The curriculum is titled "Health, Functional Status, and Older Driver Safety, A Curriculum for State Highway Patrol Driver Examiners & Troopers."

The educational team pilot tested the curriculum with two groups. The first group included 40 Missouri State Highway Patrol Driver Examiners and guests and the second group was with 160 Missouri law enforcement officers. Overall the curriculum was well received by both main groups of trainees and motivated a significant improvement in knowledge, at least in the short-term. The vast majority (86%) reported that they were "somewhat likely" or "very likely" to use the Cited Driver Worksheet, an important tool covered by the curriculum, in future law enforcement work.

The team from Washington University worked with three members of the Highway Patrol staff to serve as instructors of the training and take over the curriculum in order to train all of the driver examiners in the state. That portion of the training will be completed by January 1, 2008.

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#### **FUNDING:**

402 : \$61,905.65

#### **HS CONTACT:**

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573-751-4161



# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Law Enforcement Training

**PROJECT NUMBER:**

07-PT-02-147

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Law Enforcement Officers

**AGENCY NAME:**

Missouri Southern State University

**AGENCY CONTACT:**

Mr. Wayne Thomason

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**PROJECT DESCRIPTION:**

In an effort to make this traffic-related training available to as many law enforcement officers as possible at no cost to the agencies or officer, Missouri Southern State University Law Enforcement Academy will provide training throughout the state of Missouri at or near the following locations: Springfield, West Plains, Nevada, Osage Beach, Cape Girardeau, Kennett, Joplin, and Sullivan/Union. Training courses will be offered between October 1, 2006 and September 30, 2007.

The geographic locations and frequency in which the training will be offered will accommodate the smaller agencies, who over a one year period of time will be able to send all of their officers to all of the training. Most agencies will be able to attend the training because the locations are in such proximity that travel and overtime expenses will be minimized. The frequency in which the training will be offered will give the departments the flexibility they need to send several officers per training program.

**PROBLEM IDENTIFICATION:**

The responsibility of insuring highway safety in the State of Missouri rests primarily on the shoulders of state, county and municipal law enforcement officers. As such, it is imperative that officers are well trained in the areas of awareness, recognition, execution, and enforcement of traffic-related statutes and regulations.

Aside from manpower; adequate training is the greatest impediment to diligent enforcement of traffic-related offenses. Most state, county, and municipal law enforcement agencies do not have the financial resources to send their officers long distances to receive specialized traffic-related training.

The primary objectives of traffic enforcement training are to raise awareness of traffic safety, improve recognition of traffic-related offenses, execute highway safety operations (i.e., sobriety checkpoints, radar, etc.) and enforce traffic-related offenses. Based on informal and non-scientific surveys, every law enforcement official queried emphatically believed that training had a tremendously positive impact on reducing accidents, increasing convictions, and raising the level of awareness of traffic-related concerns.

## **GOALS AND OBJECTIVES:**

### **Project Goals:**

Provide every law enforcement officer in the southern two-thirds of the state of Missouri the opportunity to receive comprehensive traffic enforcement-related training at little or no cost to the officer or agency.

Increase awareness of traffic-related issues to all law enforcement officers in the state of Missouri.

Raise the number of convictions of traffic-related offenses in jurisdictions where officers have received this training.

Increase the number of traffic-related operations such as radar enforcement, sobriety checkpoints, safety-equipment checkpoints, etc.

Reduce the number of vehicular-related collisions, fatalities, injuries, and property damage in jurisdictions where officers have received this training.

### **Project Objectives:**

Provide continuing education hours as approved through the Peace Officer Standards and Training (P.O.S.T.) Program, by being an approved provider.

Provide the following services as well as any other tasks necessary to carry out a successful training program.

1. Prepare all instructional material and course outlines.
2. Schedule training and advertise course availability through appropriate networks for eligible Missouri trainees.
3. Prepare and produce training material for dissemination during the course.
4. Provide a Certificate of Completion for each trainee satisfactorily completing the course.
5. Maintain the appropriate training records for P.O.S.T. documenting that the trainee has completed the designated number of training hours.
6. Complete all training programs between October 1, 2006 and September 30, 2007.
7. Conduct training courses at the areas/sites specified above.

## **RESULTS:**

Missouri Southern State University Criminal Justice Program presented 21 law enforcement training programs to 354 law enforcement officers in the following locations: Osage Beach, Joplin, Rolla, Lamar, Butler, Seymour, Waynesville, Salem, Monett, Springfield, Warsaw, and Potosi. Following is a more detailed list of the training programs:

Four Vehicle Search and Seizure training programs were conducted training 63 officers.

Seven High Risk Vehicle Stop programs were presented with 121 officers in attendance.

Four Beyond the Ticket training programs were offered with 86 officers in attendance.

Four Missouri Motor Vehicle Law programs were presented with 65 officers in attendance.

One Railroad Crossing Collision Investigation seminar was offered training 19 officers.

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**FUNDING:**

402 : \$60,000.00

**HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Crash Investigation Training

**PROJECT NUMBER:**

07-PT-02-141

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Crash Investigation for Traffic Officers

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

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**PROJECT DESCRIPTION:**

The Missouri Safety Center is seeking funding to continue to conduct the Crash Investigation Series in two locations within the state. The courses are designed specifically to prepare Missouri law enforcement officers to fully investigate traffic crashes. Such investigation includes documentation of crashes and the presentation of factual data to the court system for proper legal action and to the state for further action in engineering, education and enforcement. The training consists of a six-level series of crash training courses, one reconstruction prep and one reconstruction course. This training starts where academy training leaves off and is designed to systematically guide attending officers through the process of an on-scene investigation using advanced data gathering to produce a complete crash data report. When more officers complete the series, the state will see more complete reports and better collection and preservation of evidence. These reports allow for data to be gathered and analysis to be done to determine actions needed beyond the actual investigation. Such additional actions may include roadway design changes, signage, public education, and reallocation of enforcement manpower to problematic areas.

**PROBLEM IDENTIFICATION:**

In the state of Missouri a critical need continues to exist for traffic law enforcement officers to be properly trained in traffic crash investigation. This is a foundational program need, as identified in the "Blueprint for Safer Roadways" and is the basis for not only proper documentation of crashes that occur on Missouri roadways but is also the basis for data collection into the data systems of the State. With full and proper investigation/documentation of crashes on Missouri roadways, the data analysis is more complete and the actions of education, engineering and enforcement will be more effective. In Missouri, many academies lack curriculum and time in the basic training to adequately provide training for new law enforcement officers and many agencies shift personnel to cover duty assignments, which may mean that inexperienced officers are working the roadways doing traffic enforcement. Documentation of modern crashes requires highly specialized training including computer collected evidence as contained in the event data recorders, as well as, highly specialized knowledge in the new crash detection systems being placed on many new vehicles. By providing specialized training, the State invests in the discovery of true and factual causes of crashes and builds more effective countermeasure programs to address engineering, education and enforcement issues at the local, county, and state levels. This program has shown its value in the expertise created with trained officers and engineers in the

areas of crash investigation and crash reconstruction.

### **GOALS AND OBJECTIVES:**

#### **Goal:**

The goal of the class is the conduct training for law enforcement officers that will enable them to fully investigate traffic crashes.

#### **Objectives:**

1. To provide training for 20 officers in two separate areas of the state who will be working traffic crashes for their agencies and reporting the results of the investigations to the state.
2. To allow the attending officers to provide course evaluations covering all aspects of the training.
3. To advance 30 officers to the Reconstruction class.

### **RESULTS:**

The Missouri Safety Center conducted the crash series 1 through 6 in Town & Country and Kansas City, training a total of 193 law enforcement officers. The most qualified officers then went on to the Crash Reconstruction training that was held in Town & Country with 20 officers completing the Reconstruction Prep and Crash Reconstruction.

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### **FUNDING:**

402 : \$90,750.00

### **HS CONTACT:**

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## Projects for fiscal 2007 - Enforcement Statistics

Choose fiscal year:	2007
To choose a specific reporting month,	
Reporting month:	Reporting year:
<input type="button" value="Submit"/>	<input type="button" value="Print"/>

AgencyName	ProjectNumber	Reporting Period	DWI Arrests	Following Too Close	Stop Sign	Signal Yield	CI Driving	Speeding	Other Total HMV	Other Total HMV	Seat Belt	Child Restraint	Other Violations	Total Violations	Felony Arrests	Drug Arrests	Vehicles Recovered	Fugitives Apprehended	Sus/Rev Licenses	Uninsured	Number of Traffic stops	Hours Worked	Sobriety Chks
Arnold Police Dept.	07-154-AL-21		21	0	0	0	0	0	0	21	0	0	0	21	0	1	0	0	0	0	1799	110	4
Arnold Police Dept.	07-154-AL-22		7	0	5	29	0	25	19	85	16	0	11	112	0	2	0	0	4	10	97	108	0
Arnold Police Dept.	07-PT-02-21		0	0	2	0	1	260	9	272	21	1	7	301	0	0	0	0	4	22	267	160	0
Ballwin Police Dept.	07-154-AL-23		5	2	7	17	3	66	98	202	19	0	70	291	1	14	0	5	8	18	256	146	0
Ballwin Police Dept.	07-PT-02-22		0	15	6	66	10	48	81	228	8	0	37	273	0	0	0	2	2	3	257	111	0
Bellefontaine Neighb	07-PT-02-23		0	4	0	0	0	276	18	298	6	1	60	365	0	0	0	0	2	47	321	210	0
Belton Police Dept.	07-154-AL-25		6	0	0	0	0	0	126	132	0	0	4	136	0	1	0	0	0	0	1521	0	5
Belton Police Dept.	07-154-AL-26		3	2	9	5	0	26	59	104	14	1	48	167	0	3	0	2	4	11	149	78	0
Belton Police Dept.	07-PT-02-24		0	0	10	6	7	286	54	368	41	7	108	524	0	0	0	4	14	46	435	178	0
Belton Police Dept.	07-PT-02-25		0	0	0	0	0	0	0	0	135	8	22	165	0	0	0	4	4	7	521	56	0
Belton Police Dept.	07-PT-02-26		1	2	21	7	4	181	26	248	21	0	69	338	0	0	0	8	13	31	299	137	0
Blue Springs Police	07-154-AL-27		16	0	0	0	0	1	31	48	0	0	0	48	0	3	0	0	0	0	988	93	4
Blue Springs Police	07-PT-02-27		3	0	12	0	0	75	10	101	19	0	21	141	2	6	0	9	8	14	112	118	0
Blue Springs Police	07-PT-02-28		0	0	65	1	0	100	9	175	2	0	7	184	0	1	0	0	1	5	184	109	0
Boone County Sheriff	07-154-AL-28		36	0	2	1	2	7	21	69	1	1	202	273	6	8	0	12	14	115	1297	192	2
Boone County																							

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12/3/2007

Sheriff	07-154-AL-29	120	1	25	5	11	35	277	130	604	117	5	532	1258	35	39	0	42	138	111	1733	6260	0
Boone County Sheriff	07-PT-02-29	3	1	20	0	0	4	295	23	346	47	0	156	549	14	5	0	14	17	45	415	298	0
Bowling Green Police	07-PT-02-30	2	0	12	0	0	0	38	14	66	4	1	4	75	0	1	1	2	4	3	82	175	0
Bridgeton Police Dep	07-PT-02-31	0	5	13	26	2	0	158	28	232	15	0	38	285	0	0	0	0	4	10	284	157	0
Buchanan County Sher	07-154-AL-30	11	0	0	0	0	0	0	32	43	0	0	16	59	0	2	0	0	0	0	282	402	4
Candenton Police Dep	07-PT-02-32	1	1	5	3	0	2	92	20	124	16	0	18	158	23	0	0	0	0	0	102	140	0
Cape Girardeau Count	07-154-AL-31	16	0	0	0	0	0	0	266	282	0	0	0	282	4	2	0	0	2	0	283	225	0
Cape Girardeau Police	07-154-AL-32	56	0	4	1	0	0	44	23	128	17	1	15	161	0	1	0	1	11	10	324	403	0
Cape Girardeau Police	07-154-AL-33	6	0	0	0	0	0	0	0	6	0	0	0	6	1	0	0	0	3	5	198	37	1
Cape Girardeau Police	07-PT-02-33	0	1	3	5	1	1	268	11	290	105	2	51	448	0	0	0	2	8	18	404	124	0
Cass County Sheriff	07-154-AL-34	1	2	2	0	0	0	45	14	64	1	0	3	68	1	1	0	1	6	8	710	54	0
Cass County Sheriff	07-154-AL-35	6	2	24	2	0	12	88	12	146	16	0	4	166	2	4	0	2	1	1	175	165	0
Cass County Sheriff	07-154-AL-36	0	0	4	0	0	1	18	5	28	3	0	2	33	0	1	0	0	0	3	28	74	0
Cass County Sheriff	07-PT-02-34	5	1	9	0	1	4	124	6	150	6	1	11	168	0	1	0	0	2	11	163	137	0
Cass County Sheriff	07-PT-02-35	0	0	15	0	1	2	159	13	190	17	0	8	215	0	2	0	0	2	6	218	150	0
Christian County Sher	07-154-AL-37	32	13	59	78	6	7	194	147	536	82	3	271	892	9	6	0	10	16	50	626	350	0
Christian County Sher	07-PT-02-37	10	21	92	151	14	44	506	204	1042	86	3	414	1545	7	5	0	20	32	52	1258	532	0
Clark County Sheriff	07-PT-02-38	1	8	5	1	2	3	76	54	150	3	0	4	157	3	0	0	3	4	0	129	146	0
Clay County Sheriff	07-154-AL-38	8	0	1	1	0	2	42	25	79	0	0	5	84	0	2	0	3	5	11	101	164	0
Clay County Sheriff	07-PT-02-39	0	0	0	0	0	0	227	6	233	0	0	16	249	1	2	0	2	8	8	284	241	0
Clay County Sheriff	07-PT-02-40	0	0	1	0	0	0	66	4	71	0	0	2	73	0	0	0	0	1	1	75	100	0
Clinton Police Dep	07-PT-02-41	2	0	7	12	4	0	275	20	320	7	0	41	368	0	0	0	0	0	0	356	294	0
Cole County																							

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12/3/2007





Dept.	07-PT-02-55	0	2	0	0	5	0	224	12	243	33	0	21	297	2	2	0	3	3	32	264	181	0
Franklin County Sher	07-K8-03-14	3	0	0	0	0	0	0	25	28	0	0	36	64	1	1	0	0	0	0	3	278	0
Franklin County Sher	07-K8-03-15	15	13	6	3	1	3	131	43	215	8	0	14	237	2	6	2	3	11	31	322	240	0
Franklin County Sher	07-K8-03-16	4	0	0	0	0	0	0	1	5	7	1	26	39	2	5	0	7	11	4	940	113	2
Franklin County Sher	07-PT-02-56	1	12	11	2	1	1	477	19	524	9	0	20	553	2	2	0	2	11	21	603	368	0
Gladstone Dept. of P	07-154-AL-45	8	0	10	17	3	0	98	49	185	8	0	106	299	0	1	0	8	17	20	253	165	0
Gladstone Dept. of P	07-PT-02-57	0	0	1	21	1	0	321	59	403	89	2	98	592	0	0	0	4	18	55	522	202	0
Grain Valley Police	07-154-AL-46	3	0	2	0	0	1	5	7	18	0	0	6	24	0	0	0	0	0	0	17	21	0
Grain Valley Police	07-PT-02-58	0	6	6	1	3	2	125	28	171	0	0	63	234	2	0	0	10	13	5	196	173	0
Grandview Police Dept	07-PT-02-59	7	8	8	1	1	3	380	75	483	133	4	89	709	1	4	0	0	28	125	745	356	0
Greene County Sheriff	07-154-AL-47	107	19	41	45	10	48	188	302	760	10	0	243	1013	15	19	2	25	48	21	1069	1507	0
Greene County Sheriff	07-154-AL-48	6	2	0	5	1	5	5	44	68	0	0	55	123	6	4	0	2	5	3	257	443	0
Greene County Sheriff	07-PT-02-60	4	12	53	17	9	16	774	96	981	88	16	270	1355	11	3	4	30	42	114	1303	1195	0
Hannibal Police Dept	07-154-AL-50	9	0	5	0	0	0	2	6	22	1	0	12	35	0	2	0	1	1	3	57	74	0
Hannibal Police Dept	07-PT-02-61	0	5	20	41	9	3	344	29	451	57	10	48	566	0	0	0	3	7	60	464	285	0
Harrisonville Police	07-154-AL-51	4	0	0	8	0	0	9	13	34	0	0	10	44	0	0	0	0	0	1	33	27	0
Harrisonville Police	07-PT-02-62	2	2	23	12	2	0	235	25	301	0	0	44	345	0	3	0	1	5	6	326	142	0
Havt Police Dept.	07-154-AL-53	18	0	1	1	1	5	8	2	36	1	1	11	49	0	0	0	1	9	12	93	72	0
Hazelwood Police Dept	07-PT-02-63	1	28	0	5	1	0	385	53	473	40	6	63	582	3	3	0	5	29	68	546	275	0
Henry County Sheriff	07-PT-02-64	5	0	0	2	8	0	433	114	562	4	0	40	606	1	0	0	2	10	28	504	396	0
Herculeum Police D	07-154-AL-54	2	3	21	7	0	0	15	28	76	8	0	33	117	0	2	0	0	3	12	98	111	0
Herculeum Police D	07-PT-02-65	1	6	32	6	1	0	358	14	418	69	2	66	555	0	0	0	8	7	31	443	220	0
Highway Safety																							

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12/3/2007

Divis	07-154-AL-04	19	0	0	0	0	0	14	16	49	64	0	0	113	0	0	5	1	1	1669	102	0	
Highway Safety Divis	07-PT-02-06	0	0	3	0	0	1	100	6	110	0	1	21	132	2	2	0	2	7	6	133	119	0
Howell County Sheriff	07-154-AL-55	5	1	2	0	1	6	98	20	133	4	0	44	181	3	3	0	0	4	20	351	222	1
Howell County Sheriff	07-PT-02-66	1	1	10	3	0	6	374	96	491	9	0	94	594	14	4	1	4	22	36	533	511	0
Independence Police	07-154-AL-56	115	11	20	64	6	35	759	93	1103	237	0	769	2109	28	20	0	384	158	245	1811	2276	0
Independence Police	07-154-AL-57	50	0	0	0	0	0	0	24	74	0	0	39	113	0	12	0	0	0	1818	718	3	
Independence Police	07-154-AL-58	52	2	4	7	2	14	75	33	189	41	2	261	493	5	25	1	138	57	50	555	685	0
Independence Police	07-PT-02-67	5	23	33	165	8	15	2427	131	2807	729	9	1247	4792	12	14	0	345	205	371	3349	2481	0
Independence Police	07-PT-02-68	0	8	25	229	0	0	203	190	655	160	1	328	1144	2	3	0	122	60	101	883	1052	0
Jackson County Sheriff	07-154-AL-59	8	0	0	0	1	0	3	48	60	0	0	4	64	1	5	0	1	2	0	711	23	0
Jackson County Sheriff	07-154-AL-60	13	0	0	0	0	0	0	0	13	0	0	5	18	0	2	0	0	3	0	2199	0	1
Jackson County Sheriff	07-154-AL-61	1	0	0	0	0	1	1	0	3	1	0	22	26	0	1	0	0	0	1	36	41	0
Jackson County Sheriff	07-PT-02-70	0	1	28	70	7	7	317	203	633	30	1	376	1040	0	0	0	3	11	113	750	421	0
Jackson Police Dept.	07-PT-02-69	1	0	0	2	0	0	11	5	19	0	0	0	19	0	0	0	0	0	24	37	0	
Jasco-Metropolitan P	07-154-AL-62	1	1	10	0	2	1	30	33	78	4	0	9	91	1	2	0	0	1	8	90	63	0
Jasco-Metropolitan P	07-154-AL-63	11	0	4	0	0	8	8	60	91	49	21	50	211	1	0	0	1	11	70	1732	80	3
Jasco-Metropolitan P	07-PT-02-72	0	0	20	1	3	2	69	43	138	24	0	23	185	0	1	0	0	0	18	164	162	0
Jasper County Sheriff	07-154-AL-64	31	21	43	24	12	48	110	281	570	75	3	131	779	9	10	2	10	18	35	650	512	0
Jasper County Sheriff	07-154-AL-65	0	0	0	0	0	0	0	0	0	0	0	11	11	0	0	0	0	0	0	72	0	
Jasper County Sheriff	07-PT-02-73	0	10	41	18	5	7	87	102	270	17	0	51	338	4	2	0	4	6	15	331	208	0
Jefferson City Police	07-PT-02-74	8	7	34	27	21	6	543	109	755	125	2	243	1125	6	2	0	29	14	97	971	637	0
Jefferson County She	07-154-AL-66	91	0	0	0	0	0	0	34	125	0	0	17	142	0	13	0	0	0	2191	1027	9	
Jefferson																							

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County Site	07-154-AL-67	225	17	34	26	6	18	127	379	832	48	0	154	1034	6	20	1	30	48	40	2112	2171	0
Jefferson County Site	07-154-AL-68	26	0	0	0	0	0	0	369	395	0	0	370	765	3	241	0	0	0	0	73	3099	0
Jefferson County Site	07-PT-02-76	5	30	416	61	20	19	4422	440	5413	921	8	921	7263	9	9	0	65	106	355	5595	3091	0
Jennings Police Dept	07-154-AL-69	24	0	48	14	1	3	128	74	292	74	3	81	450	10	4	0	20	24	37	494	210	0
Jennings Police Dept	07-154-AL-70	25	0	0	0	0	0	0	59	84	0	0	73	157	0	5	0	0	0	0	796	120	4
Jennings Police Dept	07-PT-02-77	5	0	134	79	4	3	319	72	616	126	13	83	838	5	3	0	44	59	103	680	210	0
Johnson County Sheri	07-PT-02-78	9	11	12	8	3	3	250	33	329	15	0	24	368	4	5	0	3	13	4	345	378	0
Joplin Police Dept	07-154-AL-72	36	4	3	9	3	3	26	97	181	19	0	23	223	1	0	0	9	7	9	171	343	0
Joplin Police Dept	07-PT-02-79	2	2	2	20	8	3	141	69	247	90	4	70	411	0	3	0	3	16	37	364	311	0
Kahoka Police Dept	07-PT-02-80	2	0	17	1	0	4	22	30	76	35	3	16	130	0	2	0	3	5	7	224	162	0
Kansas City Police D	07-K8-03-17	255	0	0	0	0	0	0	97	352	1306	0	68	1726	0	13	0	0	0	0	17260	2390	24
Kansas City Police D	07-K8-03-18	34	0	5	2	2	3	27	74	147	23	0	69	239	16	3	1	9	12	11	212	856	0
Kansas City Police D	07-K8-03-44	10	0	3	12	1	2	81	85	194	7	0	51	252	3	6	0	2	3	7	208	262	0
Kansas City Police D	07-PT-02-81	0	0	0	8	0	1	3465	48	3522	26	0	69	3617	2	0	0	10	12	22	3531	1469	0
Kansas City Police D	07-PT-02-82	0	1	1	0	0	0	1257	24	1283	79	0	18	1380	1	0	0	0	9	38	1211	565	0
Kansas City Police D	07-PT-02-83	3	0	1	0	4	3	2511	39	2561	158	16	85	2820	10	1	0	13	9	48	2573	1307	0
Kansas City Police D	07-PT-02-84	0	0	21	9	0	0	2134	108	2272	1303	30	587	4192	1	0	1	4	32	97	2923	1203	0
Kennett Police Dept	07-154-AL-74	53	1	32	21	1	19	95	125	347	291	1	397	1036	9	13	0	30	36	45	592	834	0
Kennett Police Dept	07-PT-02-85	5	6	12	11	5	12	711	13	775	412	18	306	1511	5	1	0	16	14	70	869	752	0
Kennett Police Dept	07-PT-02-86	0	0	0	0	0	0	0	0	0	169	6	149	324	1	1	0	4	6	23	0	200	0
Lake St. Louis Police	07-154-AL-75	1	1	1	3	1	1	20	18	46	4	0	13	63	0	0	0	0	1	0	57	36	0
Lake St. Louis Police	07-PT-02-87	0	1	5	0	0	0	36	5	47	0	0	6	53	0	0	0	0	0	3	49	20	0
Lee's Summit																							

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Police	07-154-AL-77	35	2	9	10	0	2	125	90	273	4	0	118	395	0	11	0	7	4	4	361	437	0
Lee's Summit Police	07-PT-02-88	3	27	19	4	6	5	1098	42	1204	89	1	126	1420	1	2	1	23	11	11	1327	522	0
Lee's Summit Police	07-PT-02-89	10	1	1	4	0	6	525	94	641	49	0	122	812	0	2	0	27	19	19	919	474	0
Liberty Police	07-PT-02-90	8	0	0	44	0	6	162	55	275	112	4	91	482	0	2	0	5	5	75	677	282	0
Lone Jack Police Dep	07-PT-02-91	3	1	7	0	4	2	248	37	302	7	0	78	387	2	2	0	10	4	8	366	220	0
Macon County Sheriff	07-PT-02-92	0	0	1	0	2	0	33	14	50	1	0	5	56	0	0	0	0	1	4	50	309	0
Manchester Police De	07-PT-02-93	0	0	4	12	0	0	177	19	212	23	0	13	248	0	0	0	0	0	16	0	100	0
Maryland Heights Pol	07-154-AL-80	50	14	0	23	4	8	76	186	361	35	0	82	478	0	3	0	3	12	16	325	250	0
Maryland Heights Pol	07-PT-02-94	0	4	0	14	4	0	654	68	744	85	2	145	976	0	1	0	6	17	75	758	300	0
MIDHS Police Dept.	07-154-AL-06	10	0	0	0	7	0	3	6	26	44	3	35	108	1	0	0	8	8	45	1913	1301	3
Missouri Safety Cent	07-157-PT-02	40	161	526	238	56	50	5117	1048	7236	2680	93	2396	12405	14	12	1	46	97	236	1058	4798	0
MO State Highway Pat	07-K8-03-04	205	4	0	1	1	6	19	885	1121	193	0	0	1314	85	136	0	0	202	0	19702	2685	75
MO State Highway Pat	07-K8-03-05	143	14	11	17	12	42	347	90	676	266	7	192	1141	64	47	0	0	108	58	2349	2022	0
MO State Highway Pat	07-PT-02-153	8	20	21	1	14	23	775	62	924	1090	60	347	2421	26	21	0	0	115	142	3336	2356	0
MO State Highway Pat	07-PT-02-154	40	19	8	3	16	25	1404	78	1593	548	15	283	2439	22	49	0	0	89	95	3516	2523	0
MO State Highway Pat	07-PT-02-157	2	16	1	0	5	2	5853	1442	7321	103	6	26	7456	6	23	0	0	29	13	12212	1127	0
Moeberty Police Dept.	07-PT-02-95	2	1	6	11	3	3	89	57	172	25	0	44	241	4	2	0	1	4	3	214	153	0
Necosho Police Dept.	07-PT-02-96	0	4	2	16	2	0	328	7	359	13	2	125	499	0	0	0	0	4	28	429	172	0
Newton County Sheriff	07-K8-03-19	1	0	0	0	0	0	0	0	1	3	0	27	31	1	3	0	0	1	7	363	142	2
Newton County Sheriff	07-K8-03-20	3	8	8	4	4	11	89	45	172	10	1	32	215	5	4	0	2	1	7	170	217	0
Newton County Sheriff	07-PT-02-97	17	18	28	4	4	18	450	141	680	68	6	267	1021	23	13	4	8	17	67	934	694	0
North Kansas City Po	07-PT-02-98	0	3	0	9	2	2	392	32	440	9	0	24	473	0	0	0	1	3	5	456	150	0
O'Fallon Police																							

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Dept	07-K8-03-21	25	6	3	8	4	1	43	59	149	9	0	32	190	1	5	0	5	3	15	2386	251	3
O'Fallon Police Dept	07-PT-02-99	2	15	54	15	1	0	650	68	805	70	1	133	1009	2	1	0	9	8	40	947	358	0
Olivette Police Dept	07-PT-02-100	0	0	18	6	0	0	84	1	109	4	0	8	121	0	0	0	1	0	5	122	53	0
Osage Beach Dept.	07-154-AL-81	3	0	0	0	0	0	0	2	5	0	0	1	6	0	4	0	2	2	0	836	61	2
Osage Beach Dept. of	07-PT-02-101	5	0	0	7	6	1	85	24	128	6	0	12	146	1	0	0	2	1	3	134	192	0
Overland Police Dept	07-K8-03-22	7	0	4	9	3	1	41	59	124	6	0	84	214	2	3	0	4	12	27	97	224	0
Overland Police Dept	07-K8-03-23	8	0	0	0	0	0	0	40	48	0	0	101	149	0	3	0	0	12	55	885	199	5
Overland Police Dept	07-PT-02-102	0	0	4	3	0	0	424	11	442	0	1	18	461	0	1	0	0	2	20	354	216	0
Overland Police Dept	07-PT-02-103	4	2	77	26	5	0	138	84	336	16	0	67	419	1	6	1	4	4	12	352	243	0
Ozark Police Dept	07-K8-03-24	7	0	19	6	5	3	133	33	206	0	0	120	326	1	1	1	5	0	20	287	247	0
Ozark Police Dept	07-K8-03-25	14	2	7	2	2	2	34	16	79	8	0	84	171	1	3	0	5	5	22	1393	315	4
Ozark Police Dept	07-PT-02-104	0	2	61	11	6	3	466	15	564	6	2	167	739	2	0	0	6	2	57	706	474	0
Ozark Police Dept	07-PT-02-105	1	3	12	8	6	1	370	19	420	1	1	144	566	1	0	0	16	7	32	542	357	0
Peculiar Police Dept	07-K8-03-26	0	0	0	0	0	0	42	0	42	0	0	11	53	0	0	0	1	1	3	54	23	0
Peculiar Police Dept	07-K8-03-27	1	0	0	0	0	0	0	5	6	0	0	0	6	0	1	0	0	0	0	454	25	0
Peculiar Police Dept	07-PT-02-106	1	0	14	1	0	0	109	8	133	3	0	24	160	2	2	0	3	5	12	151	81	0
Remiscot County Sher	07-PT-02-107	0	0	0	0	0	0	2	0	2	0	0	5	7	0	0	0	0	0	7	9	9	0
Perryville Police De	07-K8-03-28	2	0	7	2	2	2	26	29	70	2	0	9	81	1	3	0	0	5	0	61	135	0
Perryville Police De	07-PT-02-109	0	0	1	1	0	0	6	2	10	0	0	0	10	0	0	0	0	0	0	10	6	0
Perryville Police Dept	07-154-AL-82	20	10	2	2	1	0	73	40	148	10	0	36	194	0	1	0	2	11	11	211	169	0
Perryville Police Dept	07-PT-02-110	14	8	36	38	3	0	345	65	509	172	0	61	742	0	3	0	6	12	39	721	472	0
Perryville Police Dept	07-PT-02-111	1	3	8	1	1	0	719	19	752	157	1	30	940	0	2	0	4	18	41	985	520	0
Pineville Police																							

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Dep	07-PT-02-112	1	7	2	2	0	7	150	5	174	4	0	9	187	1	0	0	0	7	3	247	224	0
Plate County Sheriff	07-K8-03-29	10	3	0	2	2	0	18	36	71	1	0	38	110	0	1	0	4	3	1	105	99	0
Plate County Sheriff	07-K8-03-30	26	0	29	7	5	15	719	61	862	0	0	259	1121	0	5	0	0	60	10	1057	1671	0
Plate County Sheriff	07-PT-02-113	1	2	32	2	2	0	891	45	975	25	2	126	1128	1	1	0	9	14	14	1110	481	0
Pleasant Hill Police	07-154-AL-83	8	0	7	0	0	2	98	13	128	0	0	29	157	0	2	0	4	3	0	120	72	0
Pleasant Hill Police	07-154-AL-84	3	0	0	0	0	0	0	0	3	0	0	9	12	0	3	0	0	0	0	422	57	1
Pleasant Hill Police	07-PT-02-114	5	2	22	0	2	5	195	32	263	1	0	51	315	1	22	0	0	6	2	267	136	0
Ralls County Sheriff	07-PT-02-115	1	1	0	0	0	0	73	1	76	0	0	4	80	0	0	0	1	0	0	92	64	0
Raymore Police Dept.	07-154-AL-85	3	0	0	0	0	0	0	0	3	0	0	0	3	0	0	0	0	0	424	54	1	
Raymore Police Dept.	07-154-AL-86	4	2	5	2	0	6	24	18	61	0	0	39	100	0	0	0	0	3	0	83	73	0
Raymore Police Dept.	07-PT-02-116	1	11	16	4	0	3	393	35	463	4	1	62	530	0	1	0	4	5	7	496	258	0
Raytown Police Dept.	07-PT-02-117	17	0	2	4	1	0	49	2	75	6	0	29	110	10	3	0	40	21	23	1177	320	0
Riverside Dept. of P	07-154-AL-87	0	0	12	4	0	1	16	7	40	0	0	9	49	0	0	0	1	6	1	84	74	0
Riverside Dept. of P	07-PT-02-118	1	0	13	1	0	0	148	9	172	6	0	19	197	1	2	0	1	6	6	235	177	0
Riverside Dept. of P	07-PT-02-119	0	0	1	0	0	0	6	6	13	1	0	1	15	0	0	0	0	0	0	14	20	0
Sedalia Police Dept.	07-PT-02-120	4	0	7	2	2	3	461	152	631	20	3	23	677	0	3	0	11	12	15	636	302	0
Smithville Police De	07-PT-02-121	6	2	12	1	7	2	161	33	224	8	0	46	278	0	2	1	4	11	28	244	133	0
Springfield Police D	07-154-AL-18	50	11	18	58	8	13	489	161	808	25	0	125	958	14	7	1	9	28	59	938	1019	0
Springfield Police D	07-K8-03-31	4	3	21	1	0	5	0	93	127	0	0	0	127	0	0	0	0	0	0	0	473	0
Springfield Police D	07-K8-03-32	28	0	7	16	2	4	48	70	175	3	0	73	251	4	6	0	4	12	30	245	256	0
Springfield Police D	07-PT-02-122	3	0	9	9	8	14	1050	163	1256	232	0	285	1773	4	2	0	11	23	212	1297	634	0
St. Charles City Pol	07-154-AL-89	34	36	15	53	14	12	182	117	463	8	0	117	588	1	6	0	11	0	0	469	441	0
St. Charles City																							

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Pol	07-PT-02-123	1	7	76	11	2	1	63	39	200	13	0	114	327	0	0	0	3	4	1	268	201	0
St. Charles City Pol	07-PT-02-124	0	0	0	3	0	0	0	0	3	0	0	0	3	0	0	0	0	0	0	3	4	0
St. Charles City Pol	07-PT-02-125	0	4	21	1	0	1	525	5	557	31	2	93	683	0	0	0	7	2	0	570	294	0
St. Charles County S	07-154-AL-90	74	72	103	52	4	7	344	226	882	91	1	80	1054	8	2	0	4	32	70	839	440	0
St. John Police Dept	07-PT-02-126	0	0	135	10	2	0	34	70	251	36	4	59	350	0	1	0	0	32	57	461	160	0
St. Joseph Police De	07-154-AL-91	21	0	8	16	4	6	117	38	210	32	2	131	375	8	4	0	13	15	31	332	285	0
St. Joseph Police De	07-154-AL-92	10	0	0	0	0	0	0	15	25	0	0	7	32	0	8	0	0	0	0	1322	141	3
St. Joseph Police De	07-PT-02-127	0	2	14	8	2	3	239	39	307	130	7	179	623	0	0	0	3	10	30	515	199	0
St. Joseph Police De	07-PT-02-128	0	0	10	32	0	1	248	83	374	108	12	174	668	4	3	0	2	24	65	613	230	0
St. Louis County Pol	07-K8-03-33	75	0	0	7	1	0	100	91	274	36	4	56	370	0	18	0	8	17	38	1043	702	4
St. Louis County Pol	07-PT-02-131	238	28	10	76	135	11	4588	281	5367	730	36	1237	7370	37	129	4	128	254	530	6341	11120	0
St. Louis Metro Pol	07-K8-03-34	175	1	22	16	0	34	12	236	496	3	0	57	556	0	0	0	12	14	7	643	2033	0
St. Louis Metro Pol	07-K8-03-35	99	0	0	0	0	0	0	9	108	0	0	13	121	0	3	0	0	0	0	1224	672	13
St. Louis Metro Pol	07-PT-02-129	2	3	1106	237	1	39	1771	395	3554	631	39	862	5086	4	0	1	6	241	498	3843	2503	0
St. Louis Metro Pol	07-PT-02-130	0	9	46	24	4	0	3407	111	3601	442	9	537	4589	2	0	1	11	113	339	3739	2215	0
Stone County Sheriff	07-K8-03-36	5	3	13	7	1	18	58	74	179	21	8	11	219	6	12	1	10	10	21	197	478	0
Stone County Sheriff	07-PT-02-132	0	4	0	2	0	4	83	27	120	8	0	10	138	0	1	0	2	3	2	136	128	0
Sugar Creek Police D	07-PT-02-158	6	1	10	0	3	0	113	7	140	15	0	11	166	3	4	0	3	9	14	243	101	0
Town & Country Police	07-154-AL-94	19	3	0	3	1	0	51	26	103	5	0	8	116	0	0	0	0	4	12	135	93	0
Town & Country Police	07-PT-02-133	0	8	0	0	0	0	429	19	456	30	0	47	533	0	1	0	0	6	63	563	148	0
Troy Police Dept.	07-K8-03-37	19	19	48	54	12	9	184	61	406	17	2	72	497	1	1	1	3	2	1	470	312	3
Troy Police Dept.	07-K8-03-38	16	0	0	0	0	1	0	0	17	0	0	0	17	1	0	1	0	13	0	4150	86	6

<http://hs.modot.state.mo.us/scripts/grant/RPTENFORCEMENT.CFM?uFiscal=2007&uMonth=&uYear=&Refresh=Submit>

Dept.	07-PT-02-134	0	7	28	8	4	1	351	51	450	40	2	67	559	0	0	0	4	2	11	501	290	0
Union Police Dept.	07-K8-03-39	15	3	17	10	9	11	419	279	763	30	1	469	1263	6	9	0	7	14	31	1074	441	0
Union Police Dept.	07-PT-02-135	1	9	49	11	13	6	1780	304	2173	65	1	147	2386	0	4	0	10	15	64	2145	736	0
Univ. of MO Kansas C	07-PT-02-149	0	4	35	32	6	4	332	134	547	10	4	54	615	2	0	0	3	13	26	558	356	0
Washington Police De	07-K8-03-40	0	0	0	0	0	1	0	15	16	0	0	46	62	0	3	0	1	0	0	0	143	0
Washington Police De	07-K8-03-41	8	0	0	0	0	0	0	2	10	0	0	36	46	0	3	0	0	0	0	2143	129	3
Washington Police De	07-PT-02-136	0	1	50	36	10	4	263	51	415	19	7	82	523	1	0	0	7	8	39	442	281	0
Webb City Police Dep	07-154-AL-95	5	4	11	11	1	3	21	41	97	30	0	67	194	0	2	0	0	3	29	931	174	2
Webb City Police Dep	07-154-AL-96	5	3	12	12	6	1	65	66	170	15	3	38	226	3	15	0	3	3	6	207	131	0
West Plains Police D	07-K8-03-42	1	0	0	1	1	0	10	3	16	10	1	7	34	2	0	1	1	7	31	297	123	1
West Plains Police D	07-PT-02-137	1	10	17	15	9	11	395	94	552	66	5	164	787	7	2	0	5	26	63	701	554	0
Willard Police Dept.	07-PT-02-138	1	1	56	1	5	0	116	22	202	2	0	24	228	0	0	0	0	0	0	229	240	0
Willow Springs Polic	07-K8-03-43	5	0	0	0	1	0	3	0	9	5	0	74	88	1	0	0	2	4	13	959	42	3
Willow Springs Polic	07-PT-02-139	2	0	4	0	0	10	37	7	60	21	2	57	140	0	5	0	0	1	10	119	67	0

Reporting Period	DWI Arrests	Following Too Close	Stop Sign	Signal	Yield	CI Driving	Speeding	Other HMT	Total HMT	Seat Belt	Child Restraint	Other Violations	Total Violations	Felony Arrests	Drug Arrests	Vehicles Recovered	Fugitives Apprehended	Sus/Rev Licenses	Uninsured	Number of Traffic stops	Hours Worked	Sobriety Chks
TOTALS	3604	1140	5122	3303	836	1022	76440	16558	108025	17507	595	24413	150540	751	1339	37	2277	3731	7741	210808	116314	211

Report run date: 12/03/07 02:29 PM



## ALCOHOL

This program area addressed issues related to the driver whose ability to safely operate a motor vehicle has been impaired by the use of alcohol or other drugs. Although only 4.8% out of every 100 traffic crashes in Missouri were identified as drinking related, there are strong indications that investigating officers under-report drinking involvement as a contributing factor in traffic crashes. The offender's symptoms may be masked (shock, injuries) or the person may be transported for treatment before the officer had a chance to observe or interview them. The other issue is that there may not be enough evidence for the officer to verify that the person's drinking actually contributed to the crash.

### BENCHMARKS

Established	Result
2% decrease in alcohol and other drug-related fatalities and disabling injuries in comparison to the previous 3-year total (2003-2005 = 4989)	The current 3-year comparison for 2004-2006 for alcohol and other drug-related fatalities and disabling injuries is 4,971 (a reduction of 18 from the previous 3-year comparison of 4,989).
2% decrease in alcohol and other drug related fatalities and disabling injuries involving drivers under age 21 in comparison to the previous 3-year total (2003-2005 = 826)	The current 3-year comparison for 2004-2006 for alcohol and other drug related fatalities and disabling injuries involving drivers under age 21 is 867 (an increase of 41 from the previous 3-year comparison of 826).

### Strategies – Public Information & Education

Educate the public on the dangers of driving after drinking or using other drugs through public awareness campaigns such as <i>"You Drink &amp; Drive. You Lose"</i> , and through the distribution of educational materials at traffic safety workshops, health and safety fairs, displays, on the website, and through public service announcements	Highway Safety focused on paid media using \$150,000 in funding for the You Drink & Drive. You Lose. Campaign. Earned media for that campaign included a statewide press release and shell press releases distributed to law enforcement agencies. Urinal cakes were purchased to generate additional earned media. Media interviews were generated throughout the state. All information was posted and promoted on saveMolives.com. Materials are distributed to the public on a continual basis through displays, workshops, health and safety fairs, and the online ordering system.
Incorporate drinking driving educational programs into school systems and businesses	Several schools in the KC area conducted presentations about the dangers of drinking and driving that impacted over 1,626 students. Schools participating were Lincoln High School, Southeast High School, Central High School, and the Paseo High School.
Develop statewide designated driver programs which stress alternatives to drinking and driving (CHEERS designated driver program and MoDOT public information materials)	Recognition of the CHEERS program increased from 43.7% in 2005-06 to 50.2% in 2006-07. More students (11.8%) reported using CHEERS at least sometimes when they are a designated driver than last year (7.2%). Due to the recruitment efforts of all the CHEERS chapters, 67 new establishments have become involved in Project CHEERS. The number of active project CHEERS has been maintained. Two new chapters have been added and the less active chapters have been encouraged to increase their promotion efforts for CHEERS.
Educate large numbers of alcohol servers in intervention techniques utilizing the State of Missouri Alcohol Responsibility Training (SMART) web-based server training program and continue to expand and promote the program	All goals and strategies of the SMART program were reached with the aid of a voluntary survey conducted and measured by the Truman School of Public Affairs. Servers had the opportunity to take a pre-SMART survey to note their knowledge and understanding of Missouri alcohol laws, their ability as a server to carefully check identification, etc., and have the option of doing a follow-up survey six weeks after their completion of the SMART program. An in depth brochure was created to cover six different driving behaviors. The brochure was distributed through various means. Relations with the Missouri Beer

	SMART coordinator was invited to speak at the MBWA conference in Kansas City. That meeting resulted in a number of wholesalers throughout the state, promoting SMART to the customers.
Provide support for the MCRS DWI subcommittee to address impaired driving crashes	The MCRS Impaired Driving subcommittee (formerly DWI subcommittee) meets several times a year as necessary. Research efforts are provided in seeking legislative changes to better enable DWI prosecutions. HSD staff provides pertinent information and support such as media coverage, press conferences, and law enforcement efforts.
Incorporate, where possible, recommendations made during the 2001 BAC Symposium	Highway Safety continues to purchase BAC test collection kits for coroners and medical examiners.
Continue support for youth and young adult prevention and education programs including Team Spirit Leadership Conference; Team Spirit Reunion; Think First Programs (School Assembly Programs, Elementary School Curriculum, Young Traffic Offenders Program); university level Partners in Prevention (PIP) and Partners in Environmental Change	In addition to continuing support for the Team Spirit Leadership Conference and ThinkFirst Programs covered under the Occupant Protection section of this report, by partnering with Partners in Prevention, Highway Safety was able to effectively address the needs of participants across the state. To complement the issues discussed at PIP meetings, each campus conducted a Drive Safe. Drive Smart. Campaign with a kick-off Battle of the Belts competition between the campuses beginning in September. A website, implementation guide, posters, brochures and six different handbills were created to address the traffic safety topics covered by the campaign. Over 10,000 posters, 20,000 promotional items, and 125,000 brochures and handbills were distributed on the 12 coalition member campuses. Based on safety belt surveys conducted in September and October 2006, safety belt usage increased among Missouri college students 0.6% overall. Baseline data collected in Spring of 2007 showed that 72.8% of students reported always using a safety belt.
Revise and reprint alcohol educational materials as needed; expand partnerships to encourage use of these materials in their publications	Alcohol related educational materials are continually revised and updated as needed. In addition, the sobriety checkpoint handouts were redesigned, reprinted and distributed to law enforcement agencies.
Develop campaigns/materials to reach special target groups (drivers <21 years, 21-34 year olds, minority populations)	A substantial amount of paid media for multiple campaigns was targeted for male drivers ages 21-34 and urban areas. It is common for a media purchase to include urban contemporary radio stations reaching both of these markets. In order to reach Missouri young drivers, the "Never Made It" campaign was a strong focus for 2006-2007. More information can be found in supporting materials.
Develop materials to educate legislators about alcohol and other drug related driving issues	These materials were developed on an "as needed" basis depending on the type of legislation presented.
Support local efforts to reduce drinking and driving – especially underage drinking – by providing technical assistance to develop programs such as DWI docudramas or <i>Every 15 Minutes</i> , loaning them collateral materials to enhance their efforts (fatal vision goggles, videos, community program guides), and providing speakers	The <i>Every 15 Minutes</i> program manual was revised and distributed to districts statewide. Materials such as fatal vision goggles, and program guides were loaned to agencies to enhance efforts.

#### Strategies—Enforcement

Identified	Implemented
Provide equipment to enhance enforcement efforts and appropriate training to ensure effective use of this equipment (e.g., breath alcohol testing equipment and BAT vans, video cameras, and sobriety checkpoint supplies including signs, cones, flares, lights, generators, vests)	In addition to equipment provided with the assistance of Highway Safety funds, a total of 297 students attended traffic-related schools. An example of these schools are: Radar/Laser Instructor, BAC Type II, BAC Type III, Emergency Vehicle Operation, Emergency Vehicle Operation Instructor, SFST Instructor. Over 400 MSHP

	vehicles have been outfitted with digital video cameras and the rest are currently being completed.
Provide training on detection and apprehension of impaired drivers (e.g., field sobriety testing, courtroom testimony, and DWI crash investigation techniques)	The Missouri Safety Center conducted four 8-hour programs comprised of four hours of Drugs That Impair and four hours of Legal Updates and Courtroom Testimony in DWI. A total of 20 law enforcement officers were trained. Instructional staff from the Missouri Safety Center, the Department of Revenue and law enforcement agencies with expertise in the area of DWI enforcement were utilized in conducting the training program. Missouri Southern State University also conducted SFST, Type III and Low Manpower checkpoint training.
Provide motivational speakers for law enforcement personnel during training events such as the annual Law Enforcement Traffic Safety Advisory Council (LETSAAC) conference	Speakers were brought in for the LETSAAC conference that provided training to 225 law enforcement officers in traffic safety related topics. A total of 19.5 continuing education hours were provided for the training sessions. Speakers provided training at both LETSAAC general membership meetings.
Provide supplies and support for Drug Recognition Experts and the DRE Recertification Training to ensure continuity of the program	A recertification workshop was conducted in March 2007 resulting in 49 officers receiving the training necessary. Two certification classes were held in Missouri. One class was in the Kansas City area during the winter and the second was in the St. Louis area. As a result of the two classes, 26 officers were certified as DREs. Supplies funded included equipment bags, DRE STEP and matrix cards, books for DRE and pupilometers. Lab analysis costs were also funded.
Establish a State SFST Coordinator and Advisory Group to coordinate SFST training in order to maintain standardization of the program; incorporate, where possible, recommendations made in the 2006 SFST assessment, including the use of the 2006 version NHTSA/IACP SFST curriculum	Adjustments to Missouri's SFST program were made based upon recommendations of the SFST assessment conducted by NHTSA. The latest NHTSA curriculum was used, adding case law for Missouri and distributed to SFST instructors in the state.
Require all law enforcement officers working impaired driving grants to work toward having at least 24 hours of SFST training (24-hour minimum will be required in FY 2008)	Two Sobriety Checkpoint Supervisor courses were held, training 47 officers with state and local law enforcement agencies. The courses were held in Jefferson County and in Platte County. A new curriculum was developed in the areas of checkpoint location selection/setup and SFST for officers conducting the checkpoint. The new curriculum will be used for future training.
Provide funding for alcohol saturation enforcement teams, sobriety checkpoints, overtime salaries for Breath Alcohol Testing (BAT) van operations, and maintenance for BAT vans	The HSD was able to provide funding to support checkpoints through 38 law enforcement agencies and the Missouri State Highway Patrol.
Provide funding for projects designed to prevent underage alcohol purchase, apprehend minors attempting to purchase alcohol, and provide a physical enforcement/intervention presence (e.g., Badges in Business, Server Training, Party Patrol, selective enforcement, compliance checks, and special events)	During this grant year the Division of Alcohol and Tobacco Control conducted: --92 Server Trainings reaching 4,089 people; --385 Badges in Business programs that resulted in 117 arrests; --783 Compliance Checks throughout the state. 336 of the 783 checks sold alcohol to the Compliance Inspector. This equates to 43% noncompliance in regard to retailer selling alcohol to minors. --Over 853 arrests were made during FY07 Party Patrol/JET saturations utilizing Alcohol Safety Awareness and Prevention funds.
Incorporate, where possible, recommendations made at the 2001 BAC Testing Symposium	Highway Safety continues to purchase BAC test collection kits for coroners and medical examiners.
Increase consistency in enforcement efforts statewide through law enforcement public awareness campaigns (You Drink & Drive. You Lose) and multi-jurisdiction enforcement efforts (statewide alcohol Mobilizations by	Radio spots run statewide with enforcement messages to create a consistent message across the state. Press releases are provided to each agency in order to create consistent information regarding the campaign.

state and local law enforcement agencies)	
Expand selective enforcement efforts to address young drinking drivers by funding underage drinking enforcement projects statewide	Missouri's Highway Safety Division worked with law enforcement agencies across the state to focus on increasing safety belt use among teen drivers. The enforcement effort "Operation Safe Teen" was conducted February 21 through March 11, 2007. Again, the Division of Alcohol and Tobacco Control and select local law enforcement agencies were very involved in reducing young persons drinking and driving.
Utilize additional Strategic Evaluation State (SES) funding to sustain year-round enforcement for national/state campaigns and to target areas representing 65% of the state's population and geographical subdivisions that account for at least 65% of alcohol-related fatalities	Highway Safety continued to use funding to sustain year-round enforcement in targeted areas of the State. Highway Safety met with selected agencies in the target area in an effort to get increased participation.

#### Strategies—Prosecution/Adjudication

Identified	Implemented
Train prosecutors and law enforcement on local/national DWI issues – Missouri Office of Prosecution Services	<p>The Missouri Office of Prosecution /Services (MOPS) conducted several training events this grant period and trained judges, prosecutors and law enforcement.</p> <p>The general traffic safety conference available to all Missouri prosecutors and law enforcement officers, one trial advocacy program related to highway safety, one "Protecting Lives, Saving Futures" course, and up to six in-service workshops were held to provide training on relevant issues. These goals were achieved in FY07 as described below.</p> <p>DWI/Vehicular Homicide Conference—This annual conference was held from May 30-June 1, 2007, in Columbia, MO. Approximately 90 law enforcement officers and 30 prosecutors attended this conference. These attendees received training on crash data recorders, working with crash victims, multijurisdictional pursuits, DRE reconstruction, innovative DWI enforcement strategies, traffic safety task forces, breath alcohol testing, the DWI Tracking System, as well as a case law update.</p> <p>Lethal Weapon: DUI Homicide – This course was held in Lee's Summit from July 9-11, 2007, and was sponsored by the National Traffic Law Center. Seventeen prosecutors and ten law enforcement officers attended this trial advocacy course that focused on vehicular homicides. Students received training on crash reconstruction, toxicology, and prosecution strategies from some of the leading experts from around the country. This course was fully funded by the National Traffic Law Center allowing the money set aside in the grant for a trial advocacy program to be redirected to other needs.</p> <p>"Train the Trainer" course – this course was held from October 9-12, 2006, in St. Louis. Funding was received from the National Association of Prosecutor Coordinators after a joint application by Missouri and Illinois. Four Missouri Prosecutors and four Missouri law enforcement officers attended this conference, along with prosecutors and Participants learned how to give more effective and informative presentations. One of the major goals of the conference was to develop a pool of individuals that could be</p>

	<p>called on to present at impaired driving conferences in Missouri. This goal was accomplished as many talented and dedicated people received tips on how to make themselves even better as presenters.</p> <p>On September 27, 2007, a training was held in Lee's Summit entitled Back to Basics: The Law Enforcement Blood Draw. Approximately 34 law enforcement officers and 7 prosecuting attorneys attended this training which focused on the basic procedures for securing a law enforcement blood draw including what equipment to use, what evidence to seize, and chain of custody issues. Attendees also receive instruction on legal issues in blood draws including when a blood sample should be sought, laying the foundation for admission of test results, and compliance with statutory requirements.</p>
Provide funding to send prosecutors and judges to training that will increase their knowledge about DWI issues and improve prosecution techniques	The "Protecting Lives, Saving Futures" conference was held from March 1-3, 2007, in Columbia, MO. It brought together prosecutors and law enforcement officers to receive training on how DWI investigations and prosecution can be improved with effective communication and teamwork. There were fifteen prosecutors and fifteen law enforcement officers. Attendees received training on standardized field sobriety testing from experienced drug recognition experts. Students also participated in a drinking lab that allowed them to witness intoxicated subjects performing standardized field sobriety tests. Funding was also provided to the Office of State Courts to fund judges attending the National Judicial College.
Provide continued funding for the statewide Traffic Safety Resource Prosecutor whose job it is to provide training and technical support for prosecutors in Missouri	In addition to supporting MOPS conferences and training seminars, the Traffic Safety Resource Attorney provided reference materials, created and supplied a quarterly newsletter entitled "Traffic Safety News", acted as liaison between the state's prosecutors and the traffic safety community, and served on the Jackson County Task Force.
Continue to provide funding for the MADD Court Monitoring project in selected municipalities and counties in order to increase conviction rates	MADD Missouri has continued to accomplish the goals and objectives for the grant year. For 2006 the average increase of DWI conviction rates after monitoring was 34.12%. In 2005 the average increase of DWI conviction rates after monitoring was 24.45%. In 2004, the conviction rate after monitoring was 13.2%.
Provide additional training to DWI court teams across the state	DWI court teams were identified for training through the National Drug Court Institute. Jackson and Warren Counties both sent a team to the 4-day DWI Court Planning Training. Lincoln, Boone and Mississippi Counties all sent a team to the one-day DWI Court Enhancement Training sponsored NDCI.
Provide equipment and training to enhance the DWI Tracking System (DWITS)	The Traffic Division disseminated 107 tutorial computer disks to requesting parties seeking information on the DWITS. A total of 234 law enforcement agencies and 46 prosecuting attorney offices are registered users of DWITS.

#### Strategies--Technologies

Finalize the DWITS to include physical adjustments, upgrades and additions to the current state computer systems and training for users of the system	Making the DWITS upgrades continues to be a focus on this grant year. Several enhancements are in the process of being implemented.
Repair, calibrate, certify breath test instruments in order to improve reliability of the instruments; also reassign units as needed through the Missouri Safety Center Breath Laboratory	The Missouri Safety Center Breath Lab continues to repair instruments as needed and will loan instruments out as needed. Personnel from the lab continue to train operators and supervisors on the use of instruments.
Provide funding for programming and to upgrade	Ten portable, digital audio recorders with two remote

equipment that will decrease the turnaround time of Administrative License Revocation cases through the Department of Revenue

microphones were purchased for administrative hearing officers statewide. It will permit data to be uploaded to preserve the record for future reference or use. This equipment is essential to allow individual hearing officers to maintain a record of hearing, to arguably avoid potential record certification problems on trial de novo discovery requests by defense/petitioner's counsel.

### **DWI TRACKING SYSTEM**

The DWI Tracking System, a major component of Missouri's use of transfer funds, has resulted in the ability to track the full life cycle of a DWI event and identify missing reportable information. The system has provided information on both criminal and administrative sanctions imposed for DWI violations, as well as treatment program participation by offenders. Federal requirements for incentive grant funding specify that DWI incidents must be tracked from arrest through adjudication. For each DWI arrest, it should be possible to determine if charges were filed, amended or nolle prosequi. When charges are filed, the dispositions are readily available. Once the full life cycle of DWI events are recorded in the repository, inconsistencies in the process of enforcing DWI statutes can be examined. If the difference between the number of arrests and number of convictions is significant, potential causes can be studied and remedies implemented. The reporting capabilities of the new system include reporting on aggregated DWI data by specific categories such as geographic locations, demographic groups, and sanctions imposed. Additional reports are provided that identify non-reporting agencies and information missing within individual DWI incidents. This system provides Missouri with the most comprehensive information on DWI offender records ever available. The program became operational in February of 2005.

### **SOBRIETY CHECKPOINTS**

Sobriety Checkpoints have proven their worth as a deterrent, intervention, apprehension, and public awareness tool in the DWI arsenal. For this reason, a state must have a statewide sobriety checkpoint program in order to qualify for Section 410 Alcohol Incentive grant funds. Utilizing Section 410 and 154 alcohol incentive funds, the HSD was able to provide funding to support checkpoints through 38 local law enforcement agencies and the Missouri State Highway Patrol. While these agencies are listed below, it is important to note many agencies that provide the sole funding support for their checkpoints are not included within this list.

1. Arnold Police Department
2. Belton Police Department
3. Blue Springs Police Department
4. Boone County Sheriff
5. Buchanan County Sheriff
6. Cape Girardeau Police Department
7. Cass County Sheriff's Department
8. Cole County Sheriff's Department
9. Creve Coeur Police Department
10. Eureka Police Department
11. Franklin County Sheriff's Department
12. Harrisonville Police Department
13. Independence Police Department
14. Jackson County Sheriff's Department
15. Jasco-Metropolitan Police Department
16. Jefferson County Sheriff's Department
17. Jennings Police Department
18. Kansas City Police Department
19. Lake St. Louis Police Department
20. Manchester Police Department
21. Missouri State Highway Patrol
22. Newton County Sheriff's Department
23. O'Fallon Police Department
24. Osage Beach DPS
25. Overland Police Department
26. Ozark Police Department
27. Peculiar Police Department
28. Pleasant Hill Police Department
29. Raymore Police Department
30. Springfield Police Department
31. St. Charles City Police Department
32. St. Joseph Police Department
33. St. Louis County Police Department
34. St. Louis Metro Police Department
35. Troy Police Department
36. Washington Police Department
37. Webb City Police Department
38. West Plains Police Department
39. Willow Springs Police Department

### **YOUTH PROGRAM HIGHLIGHTS**

Web-Based Server Training – In December 2004, the on-line State of Missouri Alcohol Responsibility Training (SMART) was released. This web-based server training course was originally designed by the University of Nebraska-Lincoln and modified for the State of Missouri. Each interactive module presents information in a variety of ways to meet multiple learning styles. The tone is conversational, supportive, and friendly even when the focus is on consequences. The module content and presentation accommodates a wide variety of educational backgrounds. There are links to relevant laws, policies, and web sites. Self-help and review activities and exercises provide practice and the opportunity retake until successful and include hints and helps to facilitate

the learning process. Content is presented in small, incremental steps that gradually spiral towards more and more complex scenarios.

Partners in Prevention – Partners in Prevention (PIP) is Missouri's higher education substance abuse consortium. PIP's mission is to create a campus, city, and state environment that supports responsible decision making in regard to alcohol by the college students who attend Missouri's public institutions of higher education. PIP's focus is on decreasing at-risk drinking by students on Missouri's college and university campuses. Through evaluation, funding, training technical assistance, and coalition building, PIP helps members create positive change on their college campuses. All 12 campuses implemented the "Drive Safe. Drive Smart" campaign. Based on safety belt surveys conducted in September and October 2006, safety belt usage increased among Missouri college students 0.6% overall. Baseline data collected in Spring 2007 indicated 72.8% of students report always using a safety belt.

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

DWITS

**PROJECT NUMBER:**

07-K8-03-06

**PROGRAM AREA:**

Alcohol

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

N/A

**AGENCY NAME:**

MO State Highway Patrol

**AGENCY CONTACT:**

Colonel James Keathley

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**PROJECT DESCRIPTION:**

The Missouri State Highway Patrol strives to achieve the following objectives via this program:

1. Make certain the DWI Tracking System is operational 24/7.
2. Enhance users' (representatives from law enforcement agencies, prosecuting attorney's offices, and courts) knowledge of the DWI Tracking System by presenting an annual training seminar within approximately 100 miles (one way) of their jurisdictions and/or provide tutorial compact disks (CD's) of the DWITS upon request.

This project will provide funding to cover annual DWITS hardware and software maintenance costs and will also entail either personnel from the Information Systems Division or computer professionals from the private sector providing system maintenance, remedying any system malfunctions that surface, and constructing and incorporating any necessary system enhancements. The Patrol is re-engineering its current arrest/incident/ investigation of crime reporting system. Information on felony alcohol-related driving arrests made by Highway Patrol members will be encoded into the newly developed CI20. A system interface will allow information to be extracted from CI20 for inclusion into the DWITS.

Personnel from the Highway Patrol Traffic Division, Information Systems Division, and/or contracted consultants will conduct at least one training seminar on the DWI Traffic System at each of the Patrol's nine troop headquarters. The training curriculum will be geared toward representatives from law enforcement agencies, prosecuting attorney offices, and courts. Training materials will be printed and disseminated to students that attend the training. The Traffic Division will also provide tutorial CD's of the DWITS to users or potential users upon request.

**PROBLEM IDENTIFICATION:**

In February 2005, a new Web-based DWITS went into production for the state of Missouri. This system provides a means to track Driving While Intoxicated (DWI) offenses through their full life cycle -- from arrest to final court disposition. When a law enforcement officer makes an arrest for DWI, the arresting officer or designated clerk enters the arrest information into the DWI Tracking System via a web browser. Once entered, the data are immediately available to other authorized users making inquiries into the tracking system. Furthermore, the prosecutor's office can access a



DWI case via the tracking system and append their disposition. If the case goes to court, the court clerk can forward a record to the Highway Patrol for inclusion into the DWITS. The DWI Tracking System also provides a means to conduct baseline, geographic, and demographic DWI analysis for the procurement of federal grant funds.

Tracking a DWI offense from arrest to final court action requires a great deal of information gathering and sharing between local and state government entities. Law enforcement agencies, prosecutors, and courts are the primary information contributors to the DWI Tracking System. Information sharers include the Department of Revenue, Office of State Courts Administrator, and Department of Mental Health. The Missouri State Highway Patrol has been designated as the state agency responsible for managing and maintaining the DWITS.

Success of the DWITS will depend upon the Highway Patrol providing ongoing technical support (either through in-house experts or contracted computer consultants) for system maintenance, resolving unexpected problems, and implementing enhancements. Success will also hinge upon the Highway Patrol and/or contracted consultants training newcomers to the tracking system (representatives from law enforcement agencies, prosecuting attorney's offices, and courts). Enhancements identified and constructed with previous federal project grant funds include interfaces with the Missouri Incident Based Reporting System (MIBRS), REJIS and ALERT, local law enforcement agencies' records management systems, and OSCA/DOR electronic court disposition file. An interface with the Highway Patrol's Arrest/Incident/Investigation of Crime Reporting System (CI20) was identified in previous DWITS grant applications; however, CI20 is still in the development stages. It is estimated this system will be in production sometime in 2007, and an interface with the DWITS will be vital.

### **GOALS AND OBJECTIVES:**

#### **Goal:**

The Missouri State Highway Patrol will maintain the DWI Tracking System. This will include training users and enhancing the system where possible.

#### **Objective:**

The information entered through law enforcement and court systems will provide real time data on persons charged with DWI as well as disposition of cases through adjudication.

### **RESULTS:**

1. Consultants completed an interface between the DWITS and Missouri Office of Prosecutor Services (MOPS) case management system as well as an electronic survey for DWITS users to complete in order to obtain feedback on the system.
2. Consultants developed and maintained a web-based DWITS training registration page and completed DWITS training sessions at Jefferson City, Lee's Summit, and St. Louis. There were 138 individuals from Missouri criminal justice agencies that registered for this training.
3. Presentations on DWITS were made at several conferences.
4. The Traffic Division disseminated 107 tutorial computer disks to requesting parties seeking information on the DWITS. A total of 234 law enforcement agencies and 46 prosecuting attorney offices are registered users of DWITS.

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### **FUNDING:**

410 : \$91,505.00

**HS CONTACT:**

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P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

DRE Program

**PROJECT NUMBER:**

07-154-AL-05

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:****AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

This project provides for specialized training for police officers in detecting drug impaired drivers. This training provides for certification to become a drug recognition expert (DRE) or to recertify as a DRE.

**PROBLEM IDENTIFICATION:**

The Missouri Department of Transportation, Highway Safety Division is committed to detecting, apprehending, and properly adjudicating impaired drivers from our state's roadways. In 2003, the Missouri Drug Evaluation and Classification program provided police officers the training and equipment necessary to recognize drug impaired drivers and remove them from our roadways. Continuous training must occur in order to maintain a sufficient number of Drug Recognition Experts in Missouri.

**GOALS AND OBJECTIVES:****Statewide Training Workshop:**

Goal 1: To maintain a sufficient number of certified DREs so that not one officer is overburdened with responding to perform evaluations on suspected drug impaired drivers.

**Objectives:**

1. To conduct two DRE schools each year to certify 40-50 officers as DREs.
2. To conduct an eight hour block of instruction in the drug impaired area. This is a requirement for every DRE to be recertified.

Goal 2: To host a meeting of all active DRE instructors in Missouri .

Objectives:

1. Review all training materials used and verify that the training material is valid according to NHTSA requirements.
2. Review all training methods and standards and update these as needed.

Goal 3: To conduct a minimum of two DRE certification schools.

Objective:

1. Train a minimum of thirty officers as drug recognition experts.

**RESULTS:**

A recertification workshop was conducted in March 2007 resulting in 49 officers receiving the training necessary. Two certification classes were held in Missouri. One class was in the Kansas City area during the winter and the second was in the St. Louis area. As a result of the two classes, 26 officers were certified as DREs.

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**FUNDING:**

154 : \$30,000.00

**HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

MADD Court Monitoring

**PROJECT NUMBER:**

07-154-AL-78

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Drunk Driving Enforcement

**AGENCY NAME:**

Mothers Against Drunk Driving

**AGENCY CONTACT:**

Acting Director

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**PROJECT DESCRIPTION:**

The Court Monitoring Program placed volunteers and staff in the courtrooms of twelve of the original counties for the first year and three metro counties of Missouri that have the lowest DWI prosecution conviction rates the second year to observe cases and note their outcomes. For the third year volunteers will continue to be trained in monitoring procedures, court procedures, and Missouri DWI laws. Five counties fell into the criteria of monitoring from the 2004 DWI conviction statistics. They were Caldwell, Carter, Henry, Platte, and Worth.

In order to measure program objectives, MADD Missouri will implement the following activities:

1. Compile pertinent statistical information on the handling of DWI cases;
2. Provide feedback to the Highway Safety Division about the effectiveness and enforceability of the current DWI laws;
3. Make the courts aware of the public's scrutiny of DWI case results;
4. Inform the public of the trends in DWI enforcement through the judicial system; and.
5. Notify appropriate agencies, media, and public about the correlation of raising the DWI conviction rate and correspondingly lowering the alcohol fatality and injury crashes in those monitored counties.

MADD Missouri should attract support and help in this project from other segments of the community (e.g. college and law school students). Senior citizens, who represent a large untapped volunteer pool, should also be approached. By harnessing volunteer support from several areas, MADD Missouri should be able to track a substantial number of cases in the targeted counties. Recruiting and training members of volunteers' organizations is critical to placing people in the courtrooms. Community members and volunteers participating in the court monitoring project will help to ascertain whether court monitoring is effective in reducing alcohol-related fatalities. Their monitoring of the sentences handed down will show whether the appropriate sentences for impaired driving have been handed down.

**PROBLEM IDENTIFICATION:**

A study conducted for the National Highway Traffic Safety Administration (NHTSA) in 1990 examined court monitoring in the state of Maine. (Impact of Court Monitoring on DWI Adjudication, December 1990, DOT HS 807 678) The results showed that court monitoring is an effective tool to affect the adjudication process. In cases where court monitors were present, the

conviction rates of DWI/DUI offenders were higher by ten percent and the case dismissal rates were lower by 70 percent. Cases that were monitored showed that an individual's refusal of a BAC test resulted in a higher conviction rate of approximately 25 percent over refusal cases that were not monitored. The overall case dismissal rate was nearly 90 percent lower. The study noted that the effects on sentences, in terms of strictness and adherence to the limits set out in statutes, were greatest for drivers with blood alcohol levels (BAC) between .10 and .11 and in cases where the driver had refused a BAC test when monitors were in the courtroom. This was especially true for first-time offenders.

Court monitoring has also proven to be a highly effective method of creating ongoing productive discussions between citizens and the judiciary. This makes the courts more accountable to the communities they serve. This dialogue often serves to foster improvements such as identifying shortcomings in the system, recommending solutions and advocating for change in the court system and procedures.

### **GOALS AND OBJECTIVES:**

#### **GOAL:**

The goal of the Court Monitoring Program is to analyze the judicial system to determine where breakdowns are occurring in the trials and adjudications of impaired-driving defendants and offer solutions.

#### **OBJECTIVES:**

1. Compare baseline data with outcome data to determine whether the presence of monitors increased the conviction rates of DWI offenders;
2. Place monitors in courts to record court action from arraignment through post-conviction and to see if presence of monitors will cause a decrease in the DWI case dismissal rate;
3. Place monitors in courts to determine if careful monitoring will bring about an increase in the sentence length for DWI offender; and
4. Observe the alcohol fatality and injury rates to determine if conviction rates improve as alcohol fatality and injury crashes decrease in those monitored counties using information from the traffic studies and corrections engineer.

### **RESULTS:**

For the previous thirty-two months the MADD Missouri Court Monitoring project has continued to meet its goals and objectives. This project identified fourteen counties for 2003 with a DWI conviction rate of 20% or less, five new counties were identified in 2004, an additional five counties were identified for 2005, and an additional five counties were identified for 2006 with less than 21.5% conviction rate.

Through numerous hours of court monitoring of the selected counties with 20% or less DWI conviction rates of the Missouri State Highway Patrol arrests, other positive and successful components have occurred. Those are: pledges of renewed cooperation by prosecutors and judges, enhanced sentencing of DWI cases, informative chamber meetings with judges and prosecutors, new identification of high risk drivers, new commitments of agencies and officials to participate in the DWI Tracking System, vigorous and positive discussions in open court, impromptu education of court officers and personnel in regards to submitting convictions per statute on timely basis, use of new and innovative sentencing techniques including ignition interlock devices, etc., and other important topics about DWI and handling of the records.

Each of the selected counties for this project has been monitored by paid staff and/or volunteers,

contingent on the availability of trained volunteers. Some MADD Community Action Sites have consistently monitored their local courts system, including circuit, associate circuit, and municipal, even though their home county or adjoining counties were not selected as part of this court monitoring project.

Of the original fourteen counties of 2003, nine raised their DWI conviction rates as much as 40% and as little as 2%, while one remained the same in 2004. Conversely, comparing the alcohol crash rates, ten of those counties showed fewer alcohol crash rates and four increased their rates. For 2004, four of the five counties raised their conviction rates as much as 50% and as little as 3.1% and in 2005, four of the five counties raised their rates as much as 53.3% and as little as 12.2%. These are absolutely outstanding results to empower and encourage raising of the DWI conviction rates.

The training of volunteers has occurred since July 2005. The trainings have taken place in: Carthage, Jefferson City, Arnold, Grandview, North Kansas City, Lebanon, Smithville, St. Louis and Cape Girardeau. Future trainings are slated in October 2007 for Springfield and St. Louis. More than fifty volunteers have been trained.

To summarize this report, MADD Missouri has continued to accomplish the goals and objectives for the grant. For 2004 the average increase of DWI conviction rates after monitoring was 13.2% for the ten counties (Clay, Mercer, Lincoln, St. Clair, Osage, Morgan, Johnson, Pike, Ste. Genevieve, and Wright) that improved their rates or remained the same. For 2005 the average increase of DWI conviction rates after monitoring was 24.45% for the four counties (Worth, Henry, Carter, and Platte) that improved their rates. For 2006 the average increase of DWI conviction rates after monitoring was 34.12% for the four counties (Shannon, Andrew, Ripley and Harrison) that improved their rates.

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#### **FUNDING:**

154 : \$105,940.00

#### **HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

DWI Training for Law Enforcement

**PROJECT NUMBER:**

07-154-AL-16

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Law Enforcement Officers

**AGENCY NAME:**

Missouri Southern State University

**AGENCY CONTACT:**

Mr. Wayne Thomason

**PROJECT DESCRIPTION:**

In an effort to take alcohol-related training to as many law enforcement officers as possible at no cost to the agencies or officer, Missouri Southern State University Law Enforcement Academy will provide training throughout the state of Missouri at or near the following locations: Springfield, West Plains, Nevada, Osage Beach, Cape Girardeau, Kennett, Joplin, and Sullivan/Union. The courses will be conducted between October 1, 2006 and September 30, 2007.

The geographic locations and frequency in which the training will be offered will accommodate the smaller agencies, who over a one year period of time will be able to send all of their officers to all of the training. Most agencies will be able to attend the training because the locations of the training are in such proximity that travel and overtime expenses will be minimized. The frequency in which the training will be offered will give the departments the flexibility they need to send several officers per training program.

Type III BAC Course (Data Master) - This 25-hour Department of Health approved course will train officers on the rules and regulations relating to new breathalyzer instruments. Officers will also conduct "hand-on" exercises. It is anticipated that there will be between 10 and 15 officers attend this course.

**PROBLEM IDENTIFICATION:**

The responsibility of insuring highway safety in the State of Missouri rests primarily on the shoulders of state, county and municipal law enforcement officers. As such, it is imperative that officers are well-trained in the areas of awareness, recognition, execution, and enforcement of alcohol-related statutes and regulations.

Aside from manpower; adequate training is the greatest impediment to diligent enforcement of alcohol-related offenses. Most state, county, and municipal law enforcement agencies do not have the financial resources to send their officers long distances to receive specialized alcohol-related training.

The primary objectives of alcohol enforcement training are to raise awareness of alcohol offenses, improve recognition of alcohol-related offenses, execution of sobriety checkpoints and enforcement of alcohol-related offenses. Based on informal and non-scientific surveys, every law



enforcement official queried emphatically believed that the training had a tremendously positive impact on reducing alcohol-related accidents, increasing alcohol-related convictions, and raising the level of awareness of alcohol-related offenses.

### **GOALS AND OBJECTIVES:**

#### **Project Goals:**

The following are the goals that Missouri Southern State University Law Enforcement Academy will accomplish with this grant:

Provide every law enforcement officer in the southern two-thirds of the state of Missouri the opportunity to receive comprehensive alcohol-related training at little or no cost to the officer or agency.

Increase awareness of alcohol-related issues to all law enforcement officers in the State of Missouri.

Raise the number of conviction of alcohol-related offenses in jurisdictions where officers have received this training.

Increase the number of sobriety checkpoints.

Reduce the number of alcohol-related collisions, fatalities, injuries, and property damage in jurisdictions where officers have received this training.

#### **Project Objectives:**

Missouri Southern State University Law Enforcement Academy will provide continuing education hours as approved through the Peace Officer Standards and Training (P.O.S.T.) Program, by being an approved provider.

Missouri Southern State University Law Enforcement Academy agrees to provide the following services as well as any other tasks necessary to carry out a successful training program.

1. Prepare all instructional material and course outlines.
2. Schedule training and advertise course availability through appropriate networks for eligible Missouri trainees.
3. Prepare and produce training material for dissemination during the course.
4. Provide a Certificate of Completion for each trainee satisfactorily completing the course.
5. Maintain the appropriate training records for P.O.S.T. documenting that the trainee has completed the designated number of training hours.
6. Complete all training programs between October 1, 2006 and September 30, 2007.
7. Conduct training courses at the areas/sites specified above.

Students and/or their departments will be responsible for providing the travel, room, and board.

Eligible students will consist of officers from Missouri governmental agencies who are involved in the traffic support function or will be following such training. All eligible students must meet the requirements under Missouri statutes for P.O.S.T. This verification of eligibility will be made through class and reimbursement rosters that identify the trainees' name, rank, social security number, jurisdiction, DPS date of certification, and status. Missouri Southern State University Law Enforcement Academy will be responsible for verifying eligibility of all students for instruction under this agreement.

#### **RESULTS:**

Missouri Southern State University Criminal Justice Programs presented 20 DWI related training programs to 309 law enforcement officers in the following locations: Harrisonville, West Plains, Osage Beach, Joplin, Camdenton, Lamar, Butler, Seymour, California, Kansas City, Bolivar, Springfield, St. Louis and Potosi.

Seven Standardized Field Sobriety Testing training programs were conducted with a total of 125 officers in attendance.

Six BAC Type III Permit courses were held training a total of 72 officers.

Three Sobriety Checkpoint Supervisor training programs were offered with 36 officers in attendance.

Four Small Department DWI Enforcement Strategy programs were conducted in West Plains, Harrisonville, St. Louis and Potosi with 76 officers in attendance.

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#### **FUNDING:**

154 : \$66,000.00

#### **HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

SFST Training & Coordination

**PROJECT NUMBER:**

07-154-AL-14

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Traffic Enforcement Officers Statewide

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

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**PROJECT DESCRIPTION:**

The Missouri Safety Center recommends to Highway Safety Division that the program established in 2006 to coordinate and administer the SFST/impairment detection programs in the State be continued. This will include maintaining a state coordinator who is a certified NHTSA instructor, and continuing the oversight of impairment detection training. It will also include increased training statewide to allow for all officers who need the basic, update or refresher training to be trained. New SFST instructors will be trained to conduct localized training at the academy and department levels. The state coordinator would also be responsible for providing updated information to current SFST instructors as it becomes available, monitoring programs being taught for compliance with NHTSA curriculum, and keeping the case law section of the program up-to-date.

**PROBLEM IDENTIFICATION:**

Missouri has a need for coordination of the SFST programs being taught/offered/conducted statewide and statewide standardization of all training to the current NHTSA standards. Inconsistencies continue to exist in the versions of curriculums being used, the instructions being taught, and the scoring being used by some instructors, as well as the field administration of SFST testing at the local and county levels. All SFST training being conducted should only use the most current NHTSA curriculum, and the latest Missouri case law should be incorporated into the legal section. The needs and issues surrounding total driver impairment (no matter what the cause) need to have greater direction and controls. In 2005/2006 the Missouri Safety Center under direction from the Highway Safety Office established a statewide SFST coordinator and began updating curriculum and training. Certification maintenance standards were established for instructors and field officers based upon new curriculum and case law requirements. During the development process many issues had to be addressed, including the ability to update from older curriculums and levels of basic training. Field officers enforcing alcohol traffic laws in Missouri must demonstrate skill levels as identified in the NHTSA curriculum. This action allows for increased skills for local/county/state officers and increased DWI enforcement under the Missouri's Blueprint Plan.

**GOALS AND OBJECTIVES:****Goal:**

To establish a coordinated statewide SFST program that will: assure quality and consistency of

training throughout the state; enhance the skill of the SFST instructors and field officers, thereby building their confidence in conducting tests, making arrests, and testifying in court; increase successful prosecution of DWI cases.

**Objectives:**

1. Make adjustments to Missouri's SFST program based upon recommendations of the 2006 SFST evaluation conducted in Missouri.
2. Using the latest NHTSA curriculum, but adding the case law updates for Missouri, develop and maintain a master curriculum and provide it to current SFST instructors.
3. Conduct update workshops for field SFST instructors who want to maintain their certification.
4. Offer new instructor training for a limited number of new instructors in regional locations around the state.
5. Provide update training for field instructors every two years, to match the expiration date on the instructor certificate.
6. Establish a certification system for all existing SFST instructors and maintain a roster of certified SFST instructors in Missouri.
7. Establish a certification system for all field officers who are certified through the 24-hour training course or are updated to the 24-hour level from 16 or 20-hour programs.
8. Provide, as requested, training to officers of the court on handling SFST cases in Missouri.
9. Provide update service to all current SFST trained personnel at least every three years to keep them fully certified and current with new trends and case law.

**RESULTS:**

Adjustments to Missouri's SFST program were made based upon recommendations of the SFST assesment conducted by NHTSA. The latest NHTSA curriculum was used, adding case law for Missouri and distributed to SFST instructors in the state.

The following training was conducted under this grant:

- 1) 12-hour Instructor Recertification - trained 16 officers in 3 training sessions
- 2) SFST Instructor Training - 1 course training 23 officers
- 3) 24-hour Basic SFST Training - 20 courses held training 301 officers
- 4) 8-hour Update - 10 courses held training 92 officers

Two meetings were held with SFST Instructors in the state to discuss the future of the program and additional changes to the SFST program.

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**FUNDING:**

154 : \$160,242.00

**HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Regional Local Law Enforcement Training

**PROJECT NUMBER:**

07-154-AL-12

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Regional Local Law Enforcement

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

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**PROJECT DESCRIPTION:**

The Missouri Safety Center recommends the following two-step approach to increasing knowledge and skills at the local law enforcement level in selected targeted locations statewide. The program would target small to medium sized departments where DWI training and skills may not be as great a need as in larger agencies in the state. Both courses in the series can be attended independently or as a series depending on the needs at the local level and the skills of the officers attending. Program placement will be done to best support DWI efforts in the state. The recommended courses are:

**Detecting Impaired Drivers - 4-hour Course**

Detecting Impaired Drivers, a pilot course, was offered by LETSAC during the 2005 funding year. This course provides an excellent foundation of training for Missouri local law enforcement officers who lack experience in dealing with DWI drivers. Detection is the most important and difficult task in impaired driving enforcement. In this course, impairment is fully detailed, including alcohol, drugs and other influences on the body. Programs will be taught by Missouri Safety Center staff and consultants to insure the information provided is the most up-to-date information available.

**Documenting and Testifying for DWI Cases - 4-hour Course**

This course was conducted in 2005 in six locations statewide with great success. The Missouri Safety Center will conduct this programming in several locations around the state, which are tied to zone enforcement programs in DWI Enforcement. The curriculum for this course will concentrate on documenting and testifying in a courtroom setting. The program is designed to provide officers with the opportunity to develop or improve skills necessary to articulate concise and accurate information in not only their reports but also in their testimony to the court. This will supplement impairment detection done in Basic training and in Type III training statewide.

**PROBLEM IDENTIFICATION:**

Missouri must continue to expand DWI countermeasures to meet the needs for reduction of DWI related fatal and personal injury crashes. This effort should be viewed as a foundation for increasing local law enforcement's knowledge and skills in the area of DWI enforcement and for building a statewide knowledge base for new priority programs and activities, including DWI STEP. One foundation area for increasing DWI efforts is additional training for local law

enforcement in DWI specific courses and up-dates. This will greatly assist the States on-going priorities in the DWI area and provide a foundation to fund activities such as overtime enforcement in targeted areas of the state. The Missouri Safety Center would like to recommend this regional training program so local law enforcement may continue to gain knowledge/DWI detection skills, and to use this expertise to work at -risk roadways statewide in DWI countermeasure programs .

### **GOALS AND OBJECTIVES:**

#### **Goals:**

1. Conduct 6 Detecting Impaired Driver and Documenting and Testifying combined 8 hour courses regionally in the State.
2. To build additional expertise in DWI enforcement primarily in rural areas of the State.

#### **Objectives:**

1. Courses will be offered first in targeted DWI enforcement areas of the state.
2. Training staff will be drawn from the Missouri Safety Center and additional state agencies such as Department of Revenue which have expertise and responsibility in the area of DWI enforcement.
3. Coordination for regional programs will also be made through local LETSAC Board members to allow for marketing at the local levels.

### **RESULTS:**

The Missouri Safety Center conducted four 8-hour programs comprised of 4 hours of Drugs That Impair and 4 hours of Legal Updates and Courtroom Testimony in DWI. A total of 20 law enforcement officers were trained. Instructional staff from the Missouri Safety Center, Department of Revenue and law enforcement agencies with expertise in the area of DWI enforcement were utilized in conducting the training programs.

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### **FUNDING:**

154 : \$6,998.40

### **HS CONTACT:**

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# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

Breath Lab Operations & Training

**PROJECT NUMBER:**

07-154-AL-11

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:****AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

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**PROJECT DESCRIPTION:**

The Missouri Safety Center will continue and expand the role of DWI support for the State of Missouri through the activities of the Breath Alcohol Lab Operation, as part of the foundation design for a safe roadway system. The need exists for consistent high quality training and support for the existing local and state agencies who conduct DWI enforcement statewide. This support is recommended in three critical areas: First, to provide training to local/state law enforcement officers as Type II and Type III's, and to provide those trained officers with updated information to meet the changing law and procedures as defined by Statute and Code of State Regulations, as well as, case law. This includes conducting full Type II Supervisor training, Type II update training for specific instruments, and Type III training as needed for local officers in the state who do not have access to the training through other quality programs. Second, support must continue to maintain the in-service status of current instrumentation statewide. The goal of the Breath Alcohol Program has been to maintain a 98% up and ready rate on instruments statewide. For the instruments under the program's control this has been maintained for the past seven years, even through change over in instruments. This requires repair facilities, ability to do remote repairs, parts inventory, and documentation of repairs by the lab for not only Missouri Department of Health but also for the court system of the State. Third, support has been given in the past by periodic instrument buys to replace older instruments. A change, however, needs to be placed into the planning process to allow for not only change over of equipment but up-grading of equipment based upon changes in approved technology in the field of breath testing. The goal of the phase three would be to replace a percentage of instruments each year on a rotational basis, concentrating on the heaviest volume instruments in the first two years of implementation. This also complies with the Blueprints suggestion for "well trained and equipped law enforcement personnel."

**PROBLEM IDENTIFICATION:**

Missouri established a new direction in 2005, which provides a Blue Print guidance as to the reduction of fatal and injury crashes statewide. A significant number of roadway crashes in the state of Missouri are tied to impaired driving. Since 1992, the State of Missouri has put and kept in place an excellent system of technology placement and law enforcement training to maintain a support structure for the arresting and testing of impaired drivers statewide. This statewide effort has moved the state forward in advanced training for officers and supervisors who use and maintain the breath testing instruments, as well as standardization of instruments used in the state.

In Missouri's Blueprint for Safer Roadways, there are two critical points that guide the future direction of the Breath Alcohol Lab Operation: Foundational need for "well -trained and equipped law enforcement personnel". The identification of 21.4% of fatal crashes involve alcohol, which in Missouri means 252 Fataals and 5450 injuries. The Breath Alcohol Lab has been the corner stone of local law enforcement's ability to detect and convict DWI drivers, by providing not only advanced instrumentation for evidence collection of impairment, but also the base line and advanced training needed by local and state officers to detect and arrest impaired drivers. The corner stone of each officer trained by the Breath Alcohol Lab has been the inclusion of advanced detection methods (SFST) as part of the base curriculum. The Breath Alcohol Lab has been instrumental in the development of P.O.S.T. approved curriculum to provide training for not only Type II Supervisors but also Type III operators on infrared technology. The staff has worked with the Highway Safety Division, Missouri Department of Health, and law enforcement statewide to reduce the number of instruments on the approved products list down to the current level of two. This has led to considerable savings for the state and local governmental agencies due to consolidation of parts, supplies, and training. In 2007, the state of Missouri needs to once again look at instruments available on the NHTSA Approved Products list to determine if review and adoption of new instruments would assist the state in the DWI reduction efforts.

An additional complication exists within local academies where only a few provide Type III training as part of the basic academy program. This problem also exists in basic D.W.I. detection training at the academy levels. This gap in training in the basic academy has created additional needs for additional training, once officers are hired by a local agency and those officers begin working in the traffic enforcement. With the changing case law and procedures involved in today's traffic enforcement an on-going need exists to provide advanced training and instrument to support local/state officers in the area of DWI enforcement.

## **GOALS AND OBJECTIVES:**

### **Goals:**

To maintain a breath alcohol laboratory and educational facility in order to assure Missouri's breath alcohol testing units are functioning adequately and that Missouri law enforcement officers receive proper training in the operation of these units.

### **Objectives:**

1. To conduct the required 40 hour Type II Supervisor Course(s) for up to 60 Officers statewide.
2. To conduct the required 16 hour Type II Supervisor Up-date Course(s) for up to 80 established Supervisors statewide.
3. To conduct the required 32 hour Type III Operator Course(s) for up to 60 Officers statewide.
4. To conduct the required 32 hour Type III Operator Course(s) regionally for up to 60 Officers at field locations statewide as need is identified and verified.
5. To provide service (repairs and maintenance) as needed to maintain local and state instruments for DWI Testing.
6. To design and implement a system to allow for percentage replacement of breath testing instruments statewide each year for both local and state instruments. Targeted to 80 instruments per year based upon 20% of total instruments statewide.
7. To provide update (8hr) training for existing type II's in the field.

## **RESULTS:**

The grant provided training for 52 new Type II supervisors and provided up-date training to 54 Type II's. Training was also provided for 52 Type III operators. The Breath Alcohol Instrument Training program provided service, maintenance or repair to 162 breath alcohol testing



instruments. These services were conducted at the Missouri Safety Center's Lab facility. Another 50 "phone fixes" were also accomplished during this fiscal year. Breath alcohol testing instruments were assigned to seven law enforcement agencies. Project funding was also utilized to purchase and distribute 37,500 Datamaster evidence tickets to the Missouri State Highway Patrol and 29,000 Datamaster or Intoxilyzer evidence tickets to various Missouri law enforcement agencies. Over 75 simulators were calibrated for both the Missouri State Highway Patrol and other Missouri law enforcement agencies.

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**FUNDING:**

154 : \$185,006.00

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

TS Resource Attorney

**PROJECT NUMBER:**

07-154-AL-09

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Traffic Safety Prosecutions

**AGENCY NAME:**

MO Office of Prosecution Services

**AGENCY CONTACT:**

Director Brian Keedy

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**PROJECT DESCRIPTION:**

This project will provide continuing legal education programs, technical assistance, and other services to Missouri's prosecutors and assistants to improve their ability to prosecute violations of Missouri's traffic safety laws. In fiscal years 2005 and 2006, the Missouri Office of Prosecution Services received contracts from the Highway Safety Division to fund a Traffic Safety Resource Attorney project. The attorney was hired and began duties on May 26, 2005. The MOPS office will continue this project for the upcoming fiscal year.

A) PERSONNEL-MOPS will provide an experienced attorney to act as a Traffic Safety Resource Prosecutor and to provide training, technical assistance, reference materials, and other general guidance to Missouri prosecutors. In addition, this attorney will serve as a liaison with relevant commissions, committees, task forces, and victim advocacy groups. At present, there are approximately 25 attorneys serving in similar capacities around the nation. Due to the success of these programs, the establishment of similar programs in other states has become a recognized priority for the National Highway Traffic Safety Administration, through its work with the National Association of Prosecutor Coordinators and individual state Highway Safety Offices.

This attorney may provide technical assistance and serve as a consultant to Missouri prosecutors and law enforcement officers through telephone assistance, email, and personal visits to prosecutor offices as necessary. For that reason, the supporting budget will include phone assistance and travel to in-state counties as necessary. This may also include assistance in training at Missouri DRE schools, participating in the MOPS semi-annual statewide training conferences and the Elected Prosecutor Training Conference. In addition, a budget for phone charges, office/training supplies, and postage is submitted.

The Missouri Traffic Safety Resource Attorney will participate in state national traffic safety conferences to remain current on the latest knowledge and issues in traffic safety. While it is understood that the primary focus must and will be training prosecutors and increasing awareness of traffic safety in this state, attending such conferences can aid in that endeavor. The Missouri Traffic Safety Resource Attorney is also involved with the national TSRP network. As the TSRPs meet biannually with representatives from NHTSA and the National Traffic Law Center at the National Association of Prosecutor Coordinators conferences, it is expected the Missouri TSRP will travel to these meetings twice each year. There is also an annual meeting of the TSRPs

conducted by NHTSA and the NTLC. It is expected that the Missouri TSRP will attend this meeting each year. The Missouri TSRP may also attend at least one additional training program as approved by the Division of Highway Safety.

**B) TRAINING PROGRAMS- GOAL:** The goal for the training component of this project is to provide continuing professional education opportunities for prosecutors and assistants to improve their ability to effectively prosecute traffic safety violations. This will include both basic training for new prosecutors and assistants, and advanced training to improve the ability to prosecute more complex traffic safety violations. This will also include a combined training for both prosecutors and law enforcement officers to assist in building relationships and improving communications. Seminar trainees will evaluate the usefulness and quality of each training session provided. Evaluations will be conducted at the end of each course. The potential training audience will be county prosecuting attorneys and staff, law enforcement officers, and other related traffic safety personnel. MOPS may also include full-time municipal prosecutors to the extent that training may impact their role.

**OBJECTIVES:** The following includes tentative training objectives. This may change due to training needs that develop.

- 1) One general 2-day traffic safety conference available to all Missouri prosecutors and law enforcement officers as well as other traffic safety organizations and professionals. This will be tentatively scheduled for late May or early June 2007.
- 2) One 3 or 4-day trial advocacy program focusing on complex traffic safety prosecutions for prosecutors. The program will consist of lectures on effective prosecution techniques for traffic safety violations, particularly focusing on impaired driving issues. Attorneys and other highway safety experts will serve as instructors.
- 3) One 3-day "Protecting Lives, Saving Futures" course for newer prosecutors and law enforcement officers. This course covers basic issues of DWI enforcement and prosecution, and focuses on building relationships and improving communications between prosecutors and law enforcement officers.
- 4) Up to 6 half or full-day in-service workshops, scheduled over a year's time as needed, for prosecutors and law enforcement officers. These workshops will be scheduled around the state as needed to focus on the traffic safety issues particular to a region of the state. The workshops may include training on standardized field sobriety testing, the drug recognition expert program, case law and legislative updates, courtroom testimony for law enforcement officers, repeat offender charging, or other traffic safety issues.

A registration fee may be charged to cover costs not payable from federal funds. Examples of costs include, but are not limited to, meeting room expenses, rental of A/V equipment, meals, breaks, conference materials and supplies, speaker fees and travel expenses.

#### RESOURCES NECESSARY FOR TRAINING:

##### 1) Traffic Safety Conference:

This funding will pay the expenses of speakers and MOPS staff, A/V rental, meeting room and meal costs, and costs for course materials. Also, 25 scholarships will be given to the Missouri

State Highway Patrol due to their limited training funds so that troopers may attend. In the event that the Patrol does not send 25 troopers, the scholarships will be offered to other agencies.

2) Trial Advocacy Program:

This funding will pay the expenses of speakers, MOPS staff and up to 20 participants, A/V rental, meeting room costs, and costs for course materials. The participants will be experienced prosecutors who handle complex traffic safety cases.

3) Protecting Lives, Saving Futures

This funding will pay the expenses of speakers, MOPS staff and up to 40 participants, A/V rental, and meeting room costs. The participants will be approximately evenly split between prosecutors and law enforcement officers. Where possible the conference will seek to pair up officers and prosecutors from the same counties or jurisdictions.

4) In-Service Workshops (average of \$1,500 per workshop)

This funding will pay the expenses of speakers, TSRP, A/V rental, meeting room costs, and costs of course materials. The participants will be prosecutors and/or law enforcement officers. These 6 workshops will be scheduled at times and places where a particular need for training is identified.

C) REFERENCE MATERIALS-GOAL: A major goal for the Missouri TSRP will be to provide quality, up-to-date legal materials to assist prosecutors, law enforcement officers and other traffic safety professionals to more effectively investigate and prosecute traffic safety cases.

OBJECTIVES: This will include, at a minimum, a quarterly newsletter with case law, administrative and legislative updates, assistance with public service announcements and press release packages in conjunction with DWI mobilization and events, and development of PowerPoint and other computer-based training in the area of public safety. Ultimately, the TSRP will develop a comprehensive DWI and Major Traffic Safety Offense manual. In addition, the TSRP will offer assistance, upon request, to prosecutor offices and the attorney general's office in responding to legal memoranda and briefs in cases involving traffic safety issues. The TSRP will maintain a file of such memoranda at the MOPS office.

RESOURCES NECESSARY FOR REFERENCE MATERIALS: Funds will be necessary to pay for the costs of printing and distribution of newsletters and manuals. In addition, a committee of specialists in the field may be formed to contribute portions of the manual. Funds will be necessary to cover the costs of any meetings required by this committee.

D) TRAFFIC SAFETY LIAISON ACTIVITIES-GOAL: Another major goal of this project is to provide a dedicated liaison between the state's prosecutors and the traffic safety community to work for better coordination in the investigation and prosecution of traffic safety violations.

OBJECTIVE: The TSRP will serve as a liaison between prosecutors, the Highway Safety Division, other state governmental agencies, law enforcement, and victim advocacy groups. In addition, the TSRP may serve on any relevant committees and commissions.

**PROBLEM IDENTIFICATION:**

Missouri loses approximately 1,200 people every year in traffic crashes. Many of the fatalities are alcohol-related. Missouri has set a goal of reducing crash fatalities to 1,000 or fewer by 2008. One effective strategy for reducing traffic fatalities is general deterrence of the behaviors most likely to cause such fatalities-impaired driving, speeding, and failing to wear safety belts. One

way to deter such behavior is effective prosecution of those who commit these offenses.

Unfortunately, impaired driving and other traffic cases can be among the most difficult cases to prosecute. These cases tend to involve complex technical and scientific evidence. The defendants in these cases frequently call expert witnesses. Moreover, a specialized DWI defense bar has developed in Missouri. These attorneys often do nothing other than DWI defense, and have a great deal of experience in this area. Their clients are often willing to devote a large amount of resources to defeating impaired driving charges. Prosecutors, on the other hand, often do not have the same level of expertise or access to the same kind of resources.

The Missouri Office of Prosecution Services has identified a number of problem areas that contribute to the difficulty of prosecuting impaired driving and other traffic cases.

A) There has historically been a lack of consistent, continual and progressive training for prosecutors in the areas of impaired driving and other traffic safety violations. This training is necessary to improve the ability of the state's prosecutors to effectively prosecute traffic safety violations, particularly in the area of vehicular homicide, vehicle crashes involving personal injuries, driving while impaired by alcohol or other substances, and driving with a revoked or suspended license. The Traffic Safety Resource Attorney project has begun to address this issue. However, there continues to be a need for training around the state so that more prosecutors and assistant prosecutors can be reached and more advanced training can be offered.

B) The Missouri Office of Prosecution Services routinely receives requests for assistance from prosecutor offices regarding traffic law and trial issues. Many of these requests involve technical areas of the law requiring specific expertise. Prior to the implementation of the Traffic Safety Resource Attorney project, the MOPS office lacked that expertise and a dedicated resource in the area.

C) There has historically been a lack of specific expertise and a dedicated resource to provide consistent, up-to-date reference materials to assist prosecutors in traffic safety cases. The MOPS office has lacked the resources necessary to provide a dedicated newsletter, case law and legislative updates, or a prosecutor manual focused exclusively on traffic safety issues.

D) There has historically been a lack of effective coordination and communication regarding the investigation and prosecution of traffic safety cases between law enforcement, prosecutors, the judiciary, and other traffic safety organizations. The MOPS office has lacked a dedicated professional to serve as a liaison in this area.

E) Finally, there has been a lack of communication and feedback to prosecutors involving the efforts of the Highway Safety Division, law enforcement, other state agencies, victim advocacy groups, and other traffic safety organizations to improve Missouri's traffic fatality rates. The MOPS office has lacked a dedicated resource to participate in these efforts and communicate those efforts to prosecutors around the state.

#### **GOALS AND OBJECTIVES:**

The goals of the project are to present training programs, provide reference materials, act as a traffic safety liaison, and provide technical assistance upon request.

#### **RESULTS:**

This project provides for a dedicated attorney to focus on traffic safety issues, particularly

impaired driving, in order to serve as a resource to other prosecutors and law enforcement officers on these issues.

## I. Training Programs

Pursuant to the grant award, funds were received to conduct one general traffic safety conference available to all Missouri prosecutors and law enforcement officers, one trial advocacy program related to highway safety, one "Protecting Lives, Saving Futures" course, and up to six in-service workshops to provide training on relevant issues. These goals were achieved in FY07 as described below.

### A. DWI/Vehicular Homicide Conference

This annual conference was held from May 30-June 1, 2007, in Columbia, MO. Approximately 90 law enforcement officers and 30 prosecutors attended this conference. These attendees received training on crash data recorders, working with crash victims, multijurisdictional pursuits, DRE reconstruction, innovative DWI enforcement strategies, traffic safety task forces, breath alcohol testing, the DWI Tracking System, as well as a case law update.

### B. Lethal Weapon: DUI Homicide

This course was held in Lee's Summit from July 9-11, 2007, and was sponsored by the National Traffic Law Center. Seventeen prosecutors and ten law enforcement officers attended this trial advocacy course which focused on vehicular homicides. Students received training on crash reconstruction, toxicology, and prosecution strategies from some of the leading experts from around the country including John Kwasnoski, Patrick Harding, Joanne Michaels and Kimberly Overton. Moreover, this course was fully funded by the National Traffic Law Center allowing the money set aside in the grant for a trial advocacy program to be redirected to other needs.

### C. Protecting Lives, Saving Futures

This conference was held from March 1-3, 2007, in Columbia, MO. This conference brought together prosecutors and law enforcement officers to receive training on how DWI investigations and prosecutions can be improved with effective communication and teamwork. Participants at this conference were asked to register as prosecutor and police officer teams. As a result, there was an even split of attendees-fifteen prosecutors and fifteen law enforcement officers. At this conference, attendees received training on standardized field sobriety testing from experienced drug recognition experts, toxicology from Lisa Walker of the Missouri State Highway Patrol Crime Lab, and horizontal gaze nystagmus from Dr. Jeffery Weaver. The students also participated in a drinking lab which allowed them to witness intoxicated subjects performing standardized field sobriety tests.

### D. Train the Trainer

In addition to the training goals set out in the grant, a "Train the Trainer" course was also held from October 9-12, 2006, in St. Louis. Funding for this course was received from the National Association of Prosecutor Coordinators after a joint application by Missouri and Illinois. I worked with Elizabeth Earleywine, Traffic Safety Resource Prosecutor for the State of Illinois, to secure the funding for and conduct this course. Four Missouri prosecutors and four Missouri law

enforcement officers attended this conference, along with prosecutors and officers from Illinois, Tennessee, Wisconsin, North Dakota, West Virginia, and Arizona. Participants at this conference learned how to give more effective and informative presentations. One of the major goals of the conference was to develop a pool of individuals that could be called on to present at impaired driving conferences in Missouri. This goal was accomplished as many talented and dedicated people received tips on how to make themselves even better as presenters.

#### **E. In-Service Workshops**

Two in-service workshops were conducted in FY07. On July 20, 2007, a training was held in Columbia entitled SFSTs for Prosecutors. This half-day seminar focused on standardized field sobriety testing, how to effectively present this evidence in court, and how to combat common defense challenges to these tests. Thirty prosecutors from around the state attended this training. All attendees were provided with current NHTSA SFST manuals, a CD containing all of the SFST validation studies, and other reference materials.

On September 27, 2007, a training was held in Lee's Summit entitled Back to Basics: The Law Enforcement Blood Draw. Approximately 34 law enforcement officers and 7 prosecuting attorneys attended this training which focused on the basic procedures for securing a law enforcement blood draw including what equipment to use, what evidence to seize, and chain of custody issues. Attendees also received instruction on legal issues in blood draws including when a blood sample should be sought, laying the foundation for admission of test results, and compliance with statutory requirements.

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#### **FUNDING:**

154 : \$159,775.69

#### **HS CONTACT:**

Jackie Rogers  
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Jefferson City, MO 65102  
573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Occupant Protection

**PROJECT NUMBER:**

07-154-AL-13

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Selected Law Enforcement Agencies Statewide

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

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**PROJECT DESCRIPTION:**

The Missouri Safety Center is recommending to the Highway Safety Division to expand targeted enforcement to specific roadway corridors. Selection of specific roadways will be based upon crash data and traffic flows. The Blueprint Enforcement Subcommittee task force will be asked to work with the Missouri Safety Center staff to identify specific high crash roadways. This identification will allow the Missouri Safety Center to provide contracts for specific enforcement to local law enforcement agencies with authority on the identified roadways. These enforcement efforts shall range from a single day to one week in length with the goal of reducing crashes by controlling speed and other HMTV violations. Local agencies will also concentrate on identified known risks, such as DWI, and always include seat belt and child seat enforcement.

**PROBLEM IDENTIFICATION:**

The Missouri Safety Center and the Highway Safety Division in cooperation with NHTSA will conduct specialty enforcement statewide in Occupant Protection (May & June campaigns) and DWI Enforcement (August and September campaigns). Missouri is a very diverse state with major tourism and commercial traffic flow. Missouri has also worked hard to measure crash data on the state's roadways. Data shows high crash times are occurring on selected Missouri roadways at times other than the NHTSA targeted times for enforcement. While funding for some agencies may address pockets of crashes on an identified roadway, funding is distributed on a roadway-by-roadway basis. Missouri is missing an opportunity to bring enforcement and public attention to selected roadways by not providing targeted funding.

**GOALS AND OBJECTIVES:**

Project evaluation will be two-fold. First, the contracting and participation of local law enforcement agencies in the program will be evaluated. Second, a longer range evaluation will be conducted on the effects of enforcement on crash numbers on the targeted roadways.

**RESULTS:**

(See attached Activity Report)

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**FUNDING:**

154 : \$65,000.00



**HS CONTACT:**

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**Project Report Form  
Highway Safety Division of MoDOT  
FY-2007**

**Project Number:** 07-154-AL-13  
**MSC Control Number:** 201100-203410  
**Reporting Period:** FY'07 Annual Report  
**Project Title:** Corridor Enforcement Program

**Project Description:**

The Missouri Safety Center will conduct analysis of crash data to determine the most effective roadways within the state to target for special overtime enforcement. These roadways will be determined by type of crash and time of year to provide the most effective targeting of manpower for the enforcement campaigns.

**Objectives and Accomplishments were as follows:**

Objective: Selection of specific roadways used for the targeted enforcement efforts will be based upon crash data and specific traffic flows.

**Result:** **Corridors were identified and enforcement dates established as:**  
- Hwy 67, Arkansas state line to Festus, MO - June 1-3, 2007  
- Hwy 54, Kansas state line to Mexico, MO - July 6-8, 2007  
- Hwy 63, Arkansas state line to Rolla, MO - August 3-5, 2007

Objective: Provide contracts for specific enforcement to local law enforcement agencies with authority on the identified roadways.

**Result:** **Participating agencies were identified for each corridor enforcement effort and letters of invitation were sent:**  
- Hwy 67 corridor – 14 agencies  
- Hwy 54 corridor – 21 agencies  
- Hwy 63 corridor – 11 agencies

Objective: The enforcement efforts can range from a single day to one week in length with the goal of crash reduction by enforcing speed or other hazardous moving violations. The agencies will also concentrate on identified know risks, such as DWI, and will always include seat belt and child safety seat enforcement.

**Result:** **Out of the 46 enforcement agencies contacted, 32 participated.**  
Moving Violations were issued:

Number of Total Traffic Stops	<b><u>3572</u></b>
DWI Arrests	10
Following Too Close	61

Stop Sign Violations	94
Signal Light Violations	77
Failure to Yield	20
C & I Driving	18
Speed Violations	1512
Other HMV	310
Total HMV	<b><u>2102</u></b>

Non-Moving Violations were issued:

Seat Belt Violations	1134
Child Restraint Violations	41
Other Non-HMV	869

Other Non-Moving Violations were issued:

Felony Arrests	5
Drug Arrests	16
Stolen Vehicles	0
Suspended/Revoked License	43
Uninsured Motorists	109
Total Violations	<b><u>4146</u></b>

- Total number of Officers.....189.00
- Total number of man-hours.....1269.75
- Total dollars spent.....\$37,635.26

**Additional: None.**

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Alcohol Projects

**PROJECT NUMBER:**

07-K8-03-08

**PROGRAM AREA:**

Alcohol

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Impaired drivers

**AGENCY NAME:**

Missouri Safety Center

**AGENCY CONTACT:**

Mr. Terry Butler

**PROJECT DESCRIPTION:**

The Missouri Safety Center proposes to the Highway Safety Division of MoDOT the continuation of STEP DWI funding for the new NHTSA campaign. This effort will target agencies outside the contracted group of law enforcement departments doing DWI Enforcement on a yearly contract with the Highway Safety Division. The intent of this funding is to expand the local/county efforts into smaller agencies that are currently not contracted for this type of enforcement. This effort will concentrate on three basic enforcement efforts.

First, low manpower and regular checkpoints on targeted roadways that are known routes for DWI impaired drivers. These would include county areas where youth gather to drink and alternate roadways to primary routes within a county or city.

Second, High manpower checkpoints to shut down a major roadway that has high demonstrated alcohol related crashes but limited enforcement due to traffic volume.

Third, seasonal or special needs areas where additional enforcement on specific roadways will yield high DWI arrests.

The goal will be to provide funding for agencies to conduct DWI enforcement during the specific time frame of the new NHTSA campaign, with the challenge of increasing DWI enforcement efforts on additional roadways within the state.

**PROBLEM IDENTIFICATION:**

Missouri continues to have a disproportionate number of DWI-related crashes statewide. Missouri plans to once again participate in specialty enforcement and public information during the NHTSA required national effort to target DWI crashes through enforcement. The new NHTSA campaign will be conducted nationally late summer/early fall 2006 and Missouri plans to use this time to increase targeted enforcement of impaired drivers. With Missouri among the worst states nationally for DWI-related crashes, this effort continues to be critical to the state's Blueprint effort.

**GOALS AND OBJECTIVES:**

Evaluation will be accomplished by gathering enforcement data including additional media efforts and then looking at the crash experience on the roadway system statewide. The number of

partnership efforts between Highway Safety Division funded agencies and the add-on agencies in specific areas will also be evaluated.

**RESULTS:**

(See attached Project Activity Report)

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**FUNDING:**

410 : \$150,000.00

**HS CONTACT:**

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2211 St. Mary's Blvd  
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573-751-4161

**Project Report Form  
Highway Safety Division of MoDOT  
FY-2007**

**Project Number:** 07-K8-03-08

**M S C Control Number:** 201103-203410

**Reporting Period:** 7/1/07 to 9/30/07 4th Quarter , *No Activity First 3 quarters*

**Project Title:** STEP – DWI Enforcement

**Project Description:** The Missouri Safety Center will contract with local, county and state law enforcement agencies to provide targeted overtime enforcement in selected locations statewide in the enforcement of the DWI laws of the state of Missouri. This effort will be in conjunction with the campaigns of the NHTSA, current (You Drink, You Drive, You Lose).

**Work Completed this reporting period:**

- 131 agencies participated in this enforcement effort.
- Of the 131 participating agencies the following....  
Moving Violations were issued:

DWI Arrests	261
Following Too Close	47
Stop Sign Violations	192
Signal Light Violations	136
Failure to Yield	34
C/I Driving	50
Speed Violations	1012
Other HMT	698
Total HMT	<u>2430</u>

**Number of Total Stops** **4397**

- Of the 131 participating agencies the following....  
Non-Moving Violations were issued:

Seat Belt Violations	155
Child Restraint Violations	6
Other Non-HMT	754

- Of the 131 participating agencies the following...  
Other Violations were issued:

Felony Arrests	41	
Drug Arrests	64	
Stolen Vehicles	6	
Fugitive Apprehension	92	
Suspended/Revoked		
License	125	
Uninsured Motorists	269	
<b>Total Violations</b>		<b><u>3345</u></b>

- Total number of officers ..... 314
- Total number of man-hours ..... 2461.75
- Total dollars spent ..... \$69,499.86

**Work in Progress:**

- Project successfully completed.

**Impediments to  
completion:**

- None.

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Youth Alcohol

**PROJECT NUMBER:**

07-154-AL-73

**PROGRAM AREA:**

154 Alcohol Project

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Urban

**TARGETED POPULATION:**

9th Graders

**AGENCY NAME:**

KCMSD Safe & Drug Free Schools

**AGENCY CONTACT:**

Director Wilistine Dargan

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**PROJECT DESCRIPTION:**

Kansas City Missouri Youth attending Paseo Performing Arts Academy (PPAA), Southeast High School (SEHS), Northeast High School (NEHS), Westport High School (WHS), School Resource Officers, Safe & Drug Free Schools and Communities Program, and National Association of Peer Programs (NAPP) (501c3)

In order to effectively educate the population and reinforce traffic safety messages, partnerships must be formed between traditional and non-traditional groups, involving young people in proactive activities to positively influence their behavior.

1. Create a linkage between the NAPP and the local peer program.
2. Create a linkage between school resource officers and peer leader participants.
3. Create a linkage between Safe & Drug Free Schools and Communities Program and NAPP.
4. Increase the number of peer program opportunities that focus on zero tolerance, seat belt usage, underage drinking prevention, and distracted driving.

**PROBLEM IDENTIFICATION:**

In America, motor vehicle crashes are the leading cause of death among young people ages 6-26. Over one-third of all deaths of people ages 15-20 resulted from motor vehicle accidents (Vital Statistics Mortality Data - 1997, CDC). In 1998, over one-third of these motor vehicle fatalities involved alcohol. Young males continue to outnumber young females by a wide margin for both alcohol- and non-alcohol-related fatalities. In 1998, 67% of youth fatalities were males and 73% of youth alcohol-related fatalities were males. 41% of all traffic deaths involve alcohol. 17,419 people were killed in alcohol-related traffic crashes during 2002, an average of one person every 30 minutes. Approximately 32% of the people killed in alcohol-related crashes were passengers, non-intoxicated drivers, or non-intoxicated non-occupants. Alcohol-related crashes in the United States cost the public more than \$51 billion in 2002. In addition to alcohol, drugs cause a serious highway safety problem. Drugs are estimated to be used by approximately 10-22% of drivers involved in crashes, often in combination with alcohol. During 2003, only 37% of teens (16-20 years old) were wearing safety belts in fatal crashes. 63% of teens (16-20 years old) were unrestrained in fatal crashes.



There are seven studies regarding the effectiveness of .08 blood alcohol content (BAC) laws in reducing alcohol-related fatal crashes. These studies have provided consistent and persuasive evidence that these laws, particularly in combination with administrative license revocation (ALR) laws, are associated with reductions in alcohol-related fatal crashes and fatalities (Apsler, Robert, 1999).

"Among youth under 21, there were 90 alcohol-related traffic fatalities in 2004 in Missouri, and 32 of these deaths were among 15-20 year-old drinking drivers." (Kansas City Police Department) Throughout the 1990s, Kansas City was Missouri's drunken-driving capital, with more alcohol-related accidents each year than St. Louis and Springfield combined. Kansas City also had the nation's second-highest rate of drunken-driving fatalities between 1995 and 1997, according to a study published in the February issue of the journal Preventive Medicine. Over the three years studied, Cohen's researchers found that Kansas City had a total of 10.1 alcohol-related traffic fatalities per 100,000 residents, second only to Dallas, which had 10.23. Both cities' rates were more than twice as high as the national mean, 4.75. Of all drinking-related traffic crashes 60.0% occurred on Friday, Saturday, or Sunday and 65.2% occurred between 7:00 p.m. and 2:59 a.m. (Ellis Library Govt. Documents Missouri Publications University of Missouri-Columbia).

While the Kansas City Police Department has officers that handle alcohol-related traffic incidents, four Kansas City Missouri School District high schools in partnership with Safe & Drug Free Schools and Communities Program and National Association of Peer Programs (NAPP) agree that students in schools do not receive enough education about how to prevent alcohol-related traffic deaths and other traffic accidents among students.

The Kansas City Missouri School District has offered Peer Counseling classes, college credit classes, and JROTC classes to students for credit. Students have undertaken a variety of peer helping activities such as mentoring, tutoring, mediation, listening, service learning, and classroom lessons on traffic safety. In 2003, the National Association of Peer Programs recognized Southeast High School as a Certified Program in peer helping.

With over 3,200 students at Northeast, Paseo, Southeast, and Westport High Schools, the District serves students from various diverse minority ethnic backgrounds and has youth at risk for drugs and alcohol and other unhealthy behaviors.

### **GOALS AND OBJECTIVES:**

"Kansas City Missouri Youth attending PPAA, SEHS, NEHS, WHS will drive vehicles safely, thus reducing traffic crashes and fatalities in an urban setting." We seek to reduce underage drinking and driving and distracted driving as well as increase seatbelt compliance by youth through educational programming.

#### **Goals:**

1. To train youth in peer helping programs at all high schools to deliver classroom presentations on underage drinking and driving and distraction.
2. To train youth on creating activities in their schools that focus on seatbelt usage and compliance with state and federal laws.
3. To train youth in listening to other youth in time of crisis.
4. The peer resource programs will deliver to their peers the activities they have been trained in.
5. Evaluate the program through both process and impact evaluation.

## **RESULTS:**

In March 2007, 80 Youth Leaders and 18 adult sponsors attended the Youth Saving Youth (YSY) two-day retreat at New Hope Retreat Center in Holt, Missouri (approximately 45 minutes from Kansas City). The following number of students attended from Central H.S.-17; Lincoln H.S.-7; Northeast H.S.-21; Paseo H.S.-9; Southeast H.S.-14; Van Horn H.S.-4. The objective of the retreat was to provide the Youth Leaders an opportunity to learn the Zero Tolerance for Underage Drinking and Driving and seat belt curriculum, show SMASHED DVD and plan their 2007 school year activities around this project.

The participants of the retreat (Peer Leaders) were given a pre-test 12- item questionnaire to determine their pre-training knowledge, skills, and attitude towards Zero Tolerance. Following the activities of the retreat, the students were re-administered the questionnaire.

Significant differences were found between the pre-test and post-test question on ten of the twelve items. Questions related most directly to attitude toward drinking and driving. Questions 5 and 6 were initially skewed towards negative attitudes towards drinking and driving. Consequently, there was little room to change the already healthy attitudes of these student leaders. However, on the other ten items, the results demonstrated significant change towards greater knowledge of Zero Tolerance and greater commitment towards assisting peers and others to not drink and drive.

Based on the available pre and post data from the retreat participants, the training resulted in increased knowledge of Zero Tolerance Laws, specific increases in the knowledge of Missouri state laws, and significant increases in confidence regarding skills in sharing information with their peers and a commitment to wear seat belts and not to drink and drive.

Much like the Youth Peer Leaders, they initially had negative attitudes towards drinking and driving which were reinforced by their participation in Zero Tolerance. Significant change was determined from the pretest to the post-test on 6 out of the 8 questions. Student leadership and training had significant influence on their peers' knowledge of Zero Tolerance and attitudes towards helping others to not drink and drive.

Youth Leaders were able to view the SMASHED DVD as well as to participate in Fatal Vision Goggles. The SMASHED DVD received great results from the Peer Leaders. All high schools were given materials and give-a-ways (surveys, pledge cards, pencils, stickers, bumper stickers) for presenting to targeted students in their building. All high schools were given the opportunity to apply for a National Organizations of Youth Safety (NOYS) Allstate award for focusing on highway traffic safety. Northeast High School and Kansas City's Safe and Drug Free Schools received \$1,000 awards in June 2007. The Youth Leaders went back to their respective schools and presented lessons from the YSY project to students and parents. Students had available to them resources from the retreat that included the SMASHED DVD and Fatal Vision Goggles activities.

Van Horn High School which has a student population of 1000, impacted 100 students with their presentation. In addition, over 70 students saw the SMASHED DVD and experienced the Fatal Vision Goggles. Pledge cards were signed by all.

Northeast High School impacted over 500 students through classroom presentations on Zero Tolerance for Underage Drinking and Driving, SMASHED DVD and trying to get pledge cards signed. Over 30 teachers volunteered to talk to their students about signing the pledge cards.

Pledge cards were signed by all.

Lincoln High School conducted seven presentations that impacted over 200 students in P.E. and JROTC classes. They also conducted a large presentation in the auditorium for 241 students. Pledge cards were signed by participants. Five of the Youth Leaders were interviewed regarding their reaction to the experience. Some challenges for them included students listening and keeping them interested about the subject. One success identified was educating others about seat belt safety and use. They felt that they had all used their seat belt more and are more conscious of the impact of drinking and driving. They plan to do additional presentations.

Southeast High School had 10 presentations for about 285 participants. They all signed pledge cards. They presented the SMASHED DVD.

Central High School presented to 8 classes and impacted about 160 students. Pledge cards were signed by all. They presented the Zero Tolerance Lessons and SMASHED DVD. They were able to obtain questionnaires pre and post for 49 of their classroom peers. The findings support the effectiveness of peer trainers on the attitudes of their fellow students regarding Zero Tolerance and driving safety.

Westport High School did not deliver any lessons due to their sponsor's medical issue.

Paseo High School delivered lessons to 40 youth and signed pledge cards. They have continued to do lessons in the fall of 2007 after returning to school.

It was required that each participant in the project sign a Pledge Card. Over 1626 signed Pledge Cards to use seat belts and to not drink and drive.

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**FUNDING:**

154 : \$25,500.00

**HS CONTACT:**

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Jefferson City, MO 65102  
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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Youth Alcohol

**PROJECT NUMBER:**

07-K8-03-02

**PROGRAM AREA:**

Alcohol

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Underage Drinkers / Young Drivers

**AGENCY NAME:**

MO Div. of Alcohol and Tobacco Control

**AGENCY CONTACT:**

Mr. Pete Lobdell

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**PROJECT DESCRIPTION:**

The Alcohol Safety Awareness and Prevention (ASAP) project is an educational and enforcement project designed to reduce the number of minors attempting to purchase alcoholic beverages and to increase the community's awareness on the issue. ASAP is aimed at prevention as well as enforcement. Since the inception of this grant, there have been 3 main enforcement components in the program: Badges in Business, Server Training, and Party Patrol/JETs. Compliance Checks are a new addition to the ASAP project. Compliance Checks are the most effective way to reduce the number of sales to minors. These checks are a great enforcement tool for areas that rarely get attention from the traditional ASAP program. The ASAP project components are:

1. Badges in Business: Alcohol and Tobacco Control Agents will pose as employees or customers in retail alcohol establishments for the purpose of enforcing Missouri's liquor control laws which prohibit the sale of alcoholic beverages to minors. This program allows retailers, local law enforcement and the Division of Alcohol and Tobacco Control an opportunity to form a partnership to curb underage alcohol consumption. Minors who show fake identifications or who otherwise attempt to purchase alcohol will be arrested and prosecuted by local authorities. This program has been very successful in building good working relationships between the Division of Alcohol and Tobacco Control and licensed establishments throughout the state.

2. Server Training: This educational workshop will be performed by a designated Alcohol and Tobacco Control Agent and will provide licensees, their employees and local law enforcement agencies with a clearer understanding of state liquor laws. This program's primary purpose is to prevent violations by educating and informing alcohol sellers of their responsibilities and encouraging them to make responsible decisions. The focus of this training will be on illegal sales to minors, fake IDs, demonstrations on age verification devices, sales to intoxicated persons, third party sales, after hours sales, delivery and consumption of alcohol, and limitations on "happy hours."

3. Party Patrol/JET (Joint Enforcement Teams): During a special high-incident neighborhood event, the Division of Alcohol and Tobacco Control will join forces with local law enforcement to establish a visible presence in the community and at the special event. Division Agents will "patrol" and saturate the event and surrounding community. On occasion, in order not to compromise the identity of local agents who primarily work undercover, the Division will provide

agents from neighboring districts. The agents will check identifications and issue summonses or violations as they occur.

4. Compliance Checks: A division-employed minor will attempt to purchase alcohol from licensed establishments under direct supervision of two agents. The attempted buy will be monitored by an audio recording and an undercover agent. If a buy is made, the agent will then issue the clerk a summons for sale of alcohol to a minor. This program will be governed by state law and the rules and regulations of the Supervisor of Alcohol and Tobacco Control.

#### **PROBLEM IDENTIFICATION:**

The National Highway Traffic Safety Administration estimated that from 1975 to 2003 over 22,798 lives have been saved by the establishment and the enforcement of underage drinking laws (NHTSA, 2005). Statistics shows a steady increase in lives saved dating back to the Federal Uniform Drinking Age Act of 1984. Projecting that figure to 2006 indicates nearly 25,000 lives saved. This justifies funding a strong and effective underage enforcement effort by the Missouri Division of Alcohol and Tobacco Control.

Drinking on college campuses is also a particular concern. Results of a survey on binge drinking confirm that binge drinking is the most serious drug problem on college campuses. Overall, 44% of students surveyed were binge drinkers. About half the binge drinkers, or about one in five students overall, were frequent binge drinkers. That is, they had been binge drinking three or more times in the past two weeks. The survey also reveals several factors that predict which students were most likely to be binge drinkers. Among the most important factors was whether students had been binge drinkers in high school. These students were almost three times more likely to be binge drinkers in college. Eighteen percent of college students suffered from clinical significant alcohol-related problems in the last year, compared with 15 percent of their non-college-attending peers. Each year, drinking by college students contributes to an estimated 1,700 student deaths, almost 600,000 injuries, almost 700,000 assaults, and more than 90,000 sexual assaults (Slutske, 2005).

There is no doubt that underage alcohol use is an extremely serious problem. However, there is strong evidence that many prevention strategies focused on restricting alcohol access by minors have been and continue to be effective. The Office of Juvenile Justice and Delinquency Prevention (OJJDP) reports that the enforcement of minimum drinking age laws "should be the cornerstone of any underage prevention effort... Comprehensive law enforcement plays a central role in preventing underage alcohol use and related problems." OJJDP believes that the most effective and efficient enforcement strategies are aimed at retailers, who are licensed and presumably responsible adults who should be obeying the law. "Alcohol retailers are the first line of defense in stopping the sale of alcohol to young people." Strategies rated with a "high" level of effectiveness include:

- Application of appropriate sanctions to violating merchants
- Education of merchants regarding techniques and responsibilities
- Development of community support for enforcement

Additionally, OJJDP evaluated many enforcement strategies aimed at youth and determined that several strategies have a "medium" level of effectiveness. Those strategies include:

- Use/lose laws and other penalties applied to violating youth

Special police "party patrols" to contain underage parties and ticket both minors and any adults who provide alcohol to them  
Penalties applied to the use of false identification  
"Cops in Shops" and similar programs that allow police to ticket minors attempting to purchase alcohol

Increasingly, data shows the need for party patrols or walkthroughs, and for education and enforcement relating to third-party sales. A survey of underage youth in 15 midwestern communities showed that across all ages one common source of alcohol was an adult over age 21.

One of the primary missions of the Division of Alcohol and Tobacco Control is to reduce the availability of alcohol to minors and the consumption of alcohol by minors. The enforcement strategies that the division uses to accomplish this mission are the same as those proven effective by OJJDP. Six years ago, the division implemented the Alcohol Safety Awareness and Prevention (ASAP) project, a comprehensive enforcement project incorporating almost all of the enforcement strategies evaluated by the OJJDP. With the support of other law enforcement agencies, community organizations, and alcohol beverage retailers, this project has been highly successful. The division wishes to continue to utilize the ASAP project as an educational and enforcement tool and to enhance and improve the program in the coming year. Although the division has made progress in reducing underage drinking, enforcement efforts must maintain visibility, and the public and policymakers must develop a more complete understanding of the problem and the costs.

## **GOALS AND OBJECTIVES:**

### **Goal # 1**

To reduce the number of minors attempting to purchase alcoholic beverages, increase retailer compliance with liquor laws and develop community awareness on the issues of underage drinking and sales to intoxicated persons.

### **Objectives**

The division will increase compliance with state liquor laws and community awareness on issues related to underage drinking by providing educational, preventive and enforcement programs to communities with persistent problems. Each of the division's three enforcement districts will choose target sites within their areas that have demonstrated a need for attention. The division intends to focus on those areas that have demonstrated persistent problems with underage drinking. College and resort communities will be a primary focus. Saturations will take place during peak periods, such as the opening of fall classes in college communities, prom nights, holidays in metropolitan areas, and summer weekends in resort areas. Licensees within those areas will be contacted and encouraged to participate.

Each district will select an area of need and coordinate an appropriate enforcement strategy, which may include Server Training, Badges in Business, Party Patrol, JETs, and/or Compliance Checks. When possible, the ASAP project will be coordinated with local law enforcement agencies and their sobriety checkpoints.

During the targeted event, Badges in Business, Party Patrol, and JETs investigations will saturate that area for a specific time period. The district will attempt to perform as many investigations as

possible, depending upon the size of the community and of the event, using both their personnel and any personnel necessary and available from other districts. The saturation will usually last one or two nights (depending on funding and availability).

In addition, the division's Party Patrol unit or JETs will have agents patrolling the target area. The agents will partner with local law enforcement and neighborhood associations.

The division will also conduct random Compliance Checks at various locations across the state. The Compliance Checks will assist the community in finding problematic retailers and increase community awareness of the underage accessibility of alcohol.

#### Goal # 2

To properly educate owners of liquor establishments, employees, local law enforcement agencies, community organizations, and schools by providing information and educational workshops that will result in a clearer understanding of the state liquor laws.

#### Objectives

The Division will conduct Server Trainings to educate retailers and law enforcement on liquor law. This program will help renew the commitment between the retailer and law enforcement in the prevention of underage drinking and other liquor law violations. The division will also provide an ID Checking Guide to enforcement personnel and to licensees who attend Server Training.

#### Goal # 3

Increase community awareness of the dangers of underage drinking.

#### Objectives

Raising public awareness of underage drinking problems and consequences is vital to efforts to combat it. As part of the division's efforts through ASAP, the division will create and disseminate to local broadcasters the results from area saturations.

### **RESULTS:**

During the course of the grant year the Division conducted 92 Server Trainings across the state that trained 4089 people.

The Division conducted 385 Badges in Business programs that resulted in 117 arrests.

The Division conducted 783 Compliance Checks throughout the state. 336 of the 783 checks sold alcohol to the Compliance Inspector. This equates to 43% noncompliance in regard to retailer selling alcohol to minors.

During FY07, the Division's Agents conducted Party Patrol/JET saturations at the following events (The following numbers do not include all Party Patrol/JET programs, but represents a

sample of the target areas to show the variety of events where Agents have a visible presence. The number of arrests may include some BIB arrests and some assisted arrests since Party Patrols/JETs are an all-encompassing enforcement project):

1. Warrensburg Saturation (10/13/2006) = 11 Arrests
2. NWMSU Football - KC (11/04/2006) = 28 Arrests
3. St. Louis Rams Game (11/05/2006) = 4 Arrests
4. MU Stop Day - Columbia (12/08/2006) = 9 Arrests
5. St. Louis Rams Game (12/11/2006) = 1 Arrest
6. MU Back to School - Columbia (01/19/2007) = 30 Arrests
7. Mardi Gras - St. Louis (02/17&20/2007) = 48 Arrests
8. Snake Saturday Parade - NKC (03/10/2007) = 2 Arrests
9. UMR St. Patrick's Day Events - Rolla (03/16/2007) = 1 Arrest
10. St. Patrick's Day Parade - St. Louis (03/17/2007) = 7 Arrests
11. St. Patrick's Day Parade - KC (03/17/2007) = 2 Arrests
12. Columbia Bar Complaint (03/21/2007) = 3 Arrests
13. NCAA Basketball Tournament - St. Louis (03/23/2007) = 3 Arrests
14. KC Royals Home Opener (04/02/2007) = 21 Arrests
15. Columbia Saturation (04/20/2007) = 14 Arrests
16. City Market Concert - KC (05/11/2007) = 8 Arrests
17. Mud Run - JC (05/12/2007) = 12 Arrests
18. St. Louis Cardinal Game (05/22/2007) = 7 Arrests
19. Lake of the Ozarks (05/26/2007) = 3 Arrests
20. Rock Festival - KC (06/09/2007) = 22 Arrests
21. Rock Festival - Springfield (06/10/2007) = 10 Arrests
22. St. Louis Cardinal Game (06/18/2007) = 3 Arrests
23. Lake of the Ozarks (07/06/2007) = 3 Arrests
24. Chuck wagon Races - Goodnight (07/13/2007) = 4 Arrests
25. Platte Co. Fair (07/19/2007) = 1 Arrest
26. City Market Concert - KC (07/20/2007) = 19 Arrests
27. Montgomery Co. Fair (07/20/2007) = 3 Arrests
28. KC Royals Game (07/25/2007) = 7 Arrests
29. St. Louis Cardinal Game (07/26/2007) = 4 Arrests
30. Washington Town & Country Fair (08/03/2007) = 6 Arrests
31. Texas Co. Fair (08/10/2007) = 2 Arrests
32. Sikeston Rodeo (08/10/2007) = 2 Arrests
33. Bevier Fair (08/11/2007) = 3 Arrests
34. MO State Fair (08/16&17/2007) = 0 Arrests
35. Audrain Co. Fair (08/18/2007) = 5 Arrests
36. Truman Freshman Week - Kirksville (08/21/2007) = 3 Arrests
37. Maryville Bar Saturation (08/23/2007) = 1 Arrest
38. MU Start of School - Columbia (08/24/2007) = 40 Arrests
39. Westport Bar Saturation (09/11/2007) = 1 Arrest

Over 853 arrests were made utilizing ASAP funds in

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**FUNDING:**

410 : \$353,615.00



**HS CONTACT:**

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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

SMART

**PROJECT NUMBER:**

07-K8-03-09

**PROGRAM AREA:**

Alcohol

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Drunk drivers.

**AGENCY NAME:**

University of MO Curators

**AGENCY CONTACT:**

Mr. Billy Jamison

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**PROJECT DESCRIPTION:****State of Missouri Alcohol Responsibility Training (SMART)**

SMART is a free, online server training program available to retail by the drink establishments in the State of Missouri. Its intended purpose is to educate servers on the recognition of false identification, acceptable forms of identification, prevention of service to minors, signs of intoxication, advice on handling disorderly and/or destructive customers, and the laws and liability concerns related to serving underage or intoxicated customers.

**Creatively Helping to Establish an Educated Responsible Society (CHEERS)**

Project CHEERS is a statewide designated driver program that has expanded to include 22 chapters across the state. Each chapter is managed by a college, university or community group. Overall, approximately 300 establishments promote project CHEERS and the message to always use a designated driver.

**Partners in Prevention (PIP)**

PIP is a statewide coalition of public institutions of higher education in Missouri and relevant state agencies (the Missouri Division of Alcohol and Other Drug Abuse, Missouri Department of Liquor Control and the Missouri Division of Highway Safety) that collaboratively develop strategies for reducing drinking and driving, increasing seatbelt use, and decreasing distracted driving behaviors among Missouri college students.

**PROBLEM IDENTIFICATION:**

Drunk driving is the nation's most frequently committed violent crime, killing someone every 30 minutes (NHTSA 2003). National Highway Traffic Safety Administration (2002) reported that 16,694 people lost their lives in crashes involving alcohol. These deaths represent 39% of the total 42,636 traffic fatalities. Thirty five percent of all drivers ages 21-24 years old involved in fatal crashes were intoxicated, the highest percentage of any age group (NHTSA 2003). Drinking and driving has handed America a \$114 billion bill (MADD, 2003).

The statistics for Missouri youth are very alarming. According to Missouri Traffic Safety

Compendium (2004), young people (under 21) were involved in 28.9% of all the 2004 traffic crashes in Missouri and 22.0% of all the fatal traffic crashes. Also, an individual was killed or injured in young driver related traffic crashes every 25.4 minutes in Missouri. Thirty two point one percent of these crashes took place on Friday and Saturday. In 2004, 46.8% of the young driver related fatal traffic crashes the young driver was either exceeding the speed limit or driving too fast for conditions, which contributed to the cause of the crash. In 10.2% of these fatal crashes, the young driver's drinking condition contributed to the cause of the crash. In addition, drivers ages 16-25 account for 28.6% of all fatalities in motorized vehicles and 30.6% of personal injuries (Missouri Traffic Safety Compendium, 2003). According to the Missouri Traffic Safety Compendium, alcohol related accidents are being under reported as a causal factor in traffic crashes and are much more prevalent than statistics actually indicate.

### **GOALS AND OBJECTIVES:**

State of Missouri Alcohol Responsibility Training (SMART)

1. Assist sellers and servers of alcoholic beverages in reducing alcohol related problems in their bars, restaurants and liquor stores
2. Provide an affordable, time efficient, effective and accessible server training program for all servers/sellers of alcoholic beverages in Missouri.
3. Provide a collaborative relationship between the Division of Alcohol and Tobacco Control, Missouri's Partners In Prevention, Missouri Partners In Environmental Change, MoDot's Division of Highway Safety, the University of Missouri-Columbia's Wellness Resource Center, the Missouri Beer Wholesalers Association and the bar and restaurant owners in Missouri.
4. Spread the eligibility of the program to include every bar, restaurant and liquor store in the state.

Creatively Helping to Establish an Educated Responsible Society (CHEERS)

1. Achieve a designated driver rate of 90% by August 2007.
2. Increase the awareness of Project CHEERS to 10% by August 2007.
3. Increase the number of businesses that are a part of Project CHEERS by 20 before August 2007.
4. Maintain the number of active Project CHEERS to be at least 12 chapters by August 2007.

Partners in Prevention (PIP)

1. Use the established communication network among the public institutions of higher education in Missouri and the Missouri state agencies to create effective strategies for addressing the issues of drinking and driving, distracted driving, and seatbelt use.
2. Provide on-going training opportunities for professionals and students, that address effective environmental management strategies for decreasing the abuse of alcohol and other drugs on campus and in the community and preventing drinking and driving and distracted driving and increasing seatbelt use.
3. Facilitate an evaluation effort that includes needs assessments, establishment of baseline data of students usage patterns and measuring the effectiveness of policy changes and program implementation over the grant period.
4. Provide resources that the campuses can access in order to create on-going, creative and effective prevention efforts.
5. Provide resources to campus and community law enforcement agencies to enforce laws and/or provide education to drivers regarding safe driving behaviors.

### **RESULTS:**

## SMART

All goals and strategies of the SMART program were reached with the aid of a voluntary survey conducted and measured by the Truman School of Public Affairs. Servers had the opportunity to take a pre-SMART survey to note their knowledge and understanding of Missouri alcohol laws, their ability as a server to carefully check identification, etc., and have the option of doing a follow-up survey six weeks after their completion of the SMART program. An in-epith brochure was created to cover six different driving behaviors. The brochure was distributed through various means. Relations with the Missouri Beer Wholesalers Association were greatly improved when the SMART coordinator was invited to speak at the MBWA conference in Kansas City. That meeting resulted in a number of wholesalers throughout the state promoting SMART to their customers.

## CHEERS

According to the Missouri College Health Behavior Survey, 77% of all students statewide during the 2006-2007 school year used a designated driver, compared to 84.8% in 2005-2006. This decrease can be attributed to the variability of using the new, more detailed (and more accurate) survey. Despite the results on the designated driver rate question, recognition of the CHEERS program increased from 43.7% in 2005-06 to 50.2% in 2006-07. More students (11.8%) reported using CHEERS at least sometimes when they are a designated driver than last year (7.2%). Due to the recruitment efforts of all of the CHEERS chapters, 67 new establishments have become involved in Project CHEERS. The number of active project CHEERS has been maintained. Two new chapters have been added and the less active chapters have been encouraged to increase their promotional efforts for CHEERS.

## PIP

By partnering with Partners in Prevention we were able to effectively address the needs of our participants all across the state. At the coalition's monthly meetings, professionals and students from each participating institution and state agency could discuss and receive strategy-focused trainings about an array of relevant prevention issues including traffic safety (drinking and driving, distracted driving, and seatbelt use). To complement the issues discussed at PIP meetings, each campus conducted a Drive Safe. Drive Smart. campaign with a kick-off Battle of the Belts competition between the campuses beginning in September. A website, implementation guide, posters, brochure and six different handbills were created to address the traffic safety topics covered by the Drive Safe. Drive Smart campaign. Over 10,000 posters, 20,000 promotional items, and 15,000 brochures and handbills were distributed on the 12 coalition member campuses. Based on safety belt surveys conducted in September and October 2006, safety belt usage increased among Missouri college students 0.6% overall. Baseline data collected in spring 2007 showed that 72.8% of students report always using a safety belt\*\*.

The overall project funds two other projects including support for the CHEERS to the Designated Driver Program the SMART Server Training Program.

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## FUNDING:

410 : \$234,120.24

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## OCCUPANT PROTECTION

It is well recognized that one of the best forms of protection from death and injury when traveling in a motor vehicle is seat belts and child safety seats. In Missouri the usage rate for seat belts was 77.2% in 2007—up from the previous year when it was 75.1%, but still lower than the national average. Misuse of child safety seats is conservatively figured in the upper 70 percentile. This program area addressed means to encourage people to wear their seat belts (every time they are riding in a vehicle) and also to educate parents/caregivers on the proper installation and use of child safety seats.

The greatest effort in the Occupant Restraint area was implementation of Missouri's *Click It or Ticket* seat belt campaign. Paid advertising was used to produce radio public service announcements and billboards. Emphasis was placed on reaching the population of the general public with special emphasis on minorities.

Missouri also participated in the second year of the *Buckle Up In Your Truck* regional demonstration project. This campaign brought focus to those driving and riding in pickup trucks.

In addition to funding activities in this program area with Regular 402 funds, the HSD received 157 Innovative funds to support the statewide seat belt and child safety seat surveys, and STEP waves to include seat belt usage. Some activities are also identified within the Public Information and Education program area.

### OTHER OCCUPANT PROTECTION INITIATIVES

Due to the passage of a booster seat law in 2006, Missouri applied for (for the second year) and received 2011(d) grant funding to further enhance child passenger safety efforts for low-income families. In order to effectively determine misuse of child safety seats, and correct that misuse, parents/caregivers must be able to bring their vehicle and child safety seat to a certified technician to be shown how to correctly install their child safety seats. In order to accomplish this, individuals must be trained as certified child safety seat training Instructors. These instructors then train certified technicians who are equipped to check the safety seats for proper installation. Established locations, dubbed "fitting stations" have to be identified where the seats and vehicles can be brought for the proper check. To date, Missouri has a database of 37 Instructors, 890 certified technicians, and 105 operational fitting stations throughout the state.

### BENCHMARKS

Established	Result
2% increase in the statewide safety belt usage rate (2005 usage was 77.4%)	Survey results indicate the seat belt usage rate in 2007 is 77.2%, a 2% increase from 2006 (75.1%)
2% increase in the teen young driver safety belt usage rate (2005 usage was 56.4%)	Survey results indicate the teen young driver safety belt usage rate in 2007 is 61.3%, an increase of 3.4% from 2006 (57.9%).
2% increase in the child occupant restraint usage rate (2005 usage was 82%)	Survey results indicate the CPS usage rate in 2007 is 88.2%, an increase of 5.4% from 2006 (82.8%)
2% increase in the pickup truck safety belt usage rate (2005 usage was 66.4%)	Survey results indicate the pickup truck safety belt usage rate is 57.2%, which is a decrease from 2006 of .9% (58.1%)
2% increase in the CMV operator safety belt usage rate (2005 usage was 65.7%)	Survey results for 2006 is 65.64%, a decrease of .09% from 2005 (65.73%).
100% correct use of child safety seats by parents/caregivers upon exiting checkup events or fitting stations	CPS technicians hosting check-up events ensure that every child leaves safer than when he/she arrived. A uniform checklist is used by technicians to ensure all misuses are being corrected and that the parents/caregivers are educated about the proper use and installation of child safety seats.
Assure there is an adequate base of certified Child Passenger Safety technicians and instructors within the state – 600 certified Technicians; 30 certified Instructors	A data base of certified child passenger safety technicians and instructors is available to all State CPS Coordinators and is downloaded from the SafeKids Worldwide website on a regular basis and maintained in the Highway Safety Office. Currently in Missouri there are 890 certified CPS technicians, 37 instructors, and 105 fitting stations.

### Strategies

Identified	Implemented
Conduct NHTSA-approved statewide observational safety belt survey in May/June (pre, peak, and post surveys in conjunction with enforcement mobilizations and public awareness campaigns); segregate pickup truck usage to	The statewide observational safety belt survey was conducted in June of 2007.  1. Data was collected from locations that represented

target those drivers/passengers	<p>85% of the state. The survey was in compliance with guidelines in accordance with those recommended by the federal Intermodal Surface Transportation Efficiency Act.</p> <ol style="list-style-type: none"> <li>Seven urban counties and thirteen rural counties were selected for the survey according to NHTSA guidelines.</li> <li>Observation periods were 40 minutes and conducted each day of the week by data collectors.</li> </ol> <p>Missouri's usage rate was 77.2%, an increase from 2006 of 2% (which was 75.1%)</p> <p>The usage rate for pickup truck drivers for 2007 is 57.2%, a decrease from 2006 of almost 1% (58.1%).</p>
Conduct annual teen statewide safety belt enforcement and public awareness campaign in February/March followed by the teen observational safety belt survey in March/April	MoDOT worked with law enforcement agencies across the state to focus on increasing safety belt use among teen drivers. The enforcement efforts were conducted February 21 through March 11, 2007, followed by the teen observational safety belt survey.
Conduct annual statewide observational child safety seat survey in March/April	The Missouri Safety Center conducted the CPS survey between March 1 and May 31, 2007, in 18 counties at 21 Wal-Mart Supercenters or Stores to determine observed restraint use. Observations were based on the child being restrained vs. not restrained and did not attempt to determine "correct" usage of these devices. Survey results indicate the CPS usage rate in 2007 is 88.2%, an increase of 5.4% from 2006 (82.8%).
Produce educational materials addressing: occupant protection laws; importance of wearing safety belts all the time; using booster seats; using properly installed child safety seats	Brochures outlining the benefits of using booster seats and properly installed child safety seats are developed and/or updated as needed on an annual basis.
Conduct seven certified Child Passenger Safety Technician and two Instructor training sessions throughout the state	Seven NHTSA-approved Child Passenger Safety Technician courses were sponsored by the Highway Safety Division during the fiscal year. Over 100 new CPS technicians became certified. In addition, 2 new instructors were trained during these courses.
Develop and maintain a statewide computer list-serve of CPS technicians and instructors	A data base of certified child passenger safety technicians and instructors is maintained in the Highway Safety Office. This list-serve is used to communicate updates and other valuable information to CPS technicians and instructors statewide on a daily basis or as needed. Communication between the state coordinator and technicians has vastly improved because of this capability.
Promote high school "Battle of the Belts" project through the MCRS regional coalitions and provide materials and support as needed	This project was revised and included a Highway Safety PSA and Storyboard component.
Conduct the <i>Restrain Yourself</i> high school safety belt video contest (the actual video contest, awards, and airing will be conducted every other year)	The <i>Restrain Yourself</i> project was not initiated this fiscal year. The project is being re-evaluated and restructured.
Promote the "Saved by the Belt" survivor program; maintain a database of survivors to contact those who are willing to speak publicly about their life-saving experience	The program has had a slow start during the initiation phase as Highway Safety has begun to promote the program throughout the state. The MoDOT community relations managers have been provided an exhibit kit with sample incentive items. Program information is available on the saveMOLives.com website. Highway Safety will continue to build a database of survivors.
Conduct child safety seat checkup events and educational programs through local law enforcement agencies, fire departments, Safe Communities, hospitals and health care agencies, and safety organizations such as Safe Kids	Funding has been made available statewide to CPS technicians through the CPS Liaisons appointed to each MoDOT District. Items provided include: a CPS Trailer in each region, Child Safety Seats/Booster Seats, training/check

	up event supplies such as Seat Simulators, check-up event tents/signs, training dolls, pool noodles, dial-a-belts and other supplies.
Upon availability of funding, provide child safety seats/booster seats and supplies to fitting stations for distribution to low income families	Approximately \$246,572 was spent on child safety seats and booster seats for low income families that were distributed through Missouri Fitting Stations listed on the NHTSA website.
Conduct Selective Traffic Enforcement Program (STEP) Wave with State Patrol and 60 local law enforcement agencies which will be augmented with collateral public information and awareness efforts such as press releases, observational surveys, and educational programs utilizing the <i>Click It or Ticket</i> safety belt campaign message	Law Enforcement agencies received funding for additional manpower for the crackdown. Enforcement officials conducted safety checkpoints and saturation patrols in targeted areas. The information distributed to the law enforcement agencies included two sample press releases; a pre-survey release and a post-survey release.
Enhance both paid and earned media efforts	HSD contracted with MediaCross, Inc., to assist with media buys for the PI & E campaign. The local and state agencies involved received many free services as a result of the press releases.
Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from primary safety belt laws and enhanced child safety seat laws	Missouri continues to incorporate the "Buckle Up" and "Arrive Alive" message on T-Shirts, Billboards, Signs, Stenciled Streets and Sidewalks, Brochures and News Releases.  A packet of information was consolidated for distribution at press events, rallies, and presentations.
Conduct youth safety belt selective traffic enforcement efforts statewide coupled with press releases, radio spots, and materials targeting young drivers and their passengers	The youth law enforcement training was a great success throughout the state. Each region (St. Louis, Kansas City, Springfield, Columbia, Sikeston and Kirksville) initiated a growing sense of community and collaboration amongst the regional and state law enforcement agencies.
Develop youth safety belt public awareness materials with input from young drivers	An education/advertising campaign featuring the "Never Made It" theme began in mid-September. It focused on media that reached out to teens through radio, cable television and the internet. The campaign culminated October 15-21, a week designated as National Teen Driver Safety Week.
Educate youth on the importance of safety belts through programs such as Team Spirit Leadership Training & Reunion, Think First, and the Young Traffic Offenders Program	The Highway Safety Division hosted a record number of teams (19) to participate in the "Team Spirit Reunion" 2007. For all teams who were trained during the Team Spirit Leadership Conferences, this year 16 teams were reached and were willing to come and take part in this years activities. A KC Team Sprit Conference was initiated as well as an 8-hour Team Spirit Leadership training for Peer Leaders.  A total of 17,456 Missouri students received traffic safety education via the ThinkFirst For Teens School Assembly Program conducted at sixty-two (62) schools; 3,293 Missourians received traffic safety education via the ThinkFirst Missouri Corporate/Community Traffic Safety Program conducted at 32 worksites/organizations; 15,214 KC Missouri-area students receive traffic safety education conducted at 49 schools. Additional results are reported and can be found in the ThinkFirst report included in this document.
Participate in regional safety belt rallies and the Primary Safety Belt Partners Summit in November 2006	The HSD participated in the five regional safety belt rallies across the state that culminated with the Primary Seat Belt Partners Summit, on November 14, 2006, in Columbia, Mo. About 217 safety partners representing more than 100 agencies, organizations and businesses were in attendance.
Establish CPS Advisory Board and implement their recommendations where appropriate	The CPS Advisory Board was formed in 2007 by the Highway Safety Division to aid in the continuity of CPS



	efforts with regard to best practices. In addition, this committee assists to collect more specific data in the various districts and shares information that enhances the effort to reduce child injury and fatalities in Missouri. CPS Liaisons were appointed in each region to collect some general information and coordinate activities.
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# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

2011--Child Passenger Safety

**PROJECT NUMBER:**

07-K3-05-1

**PROGRAM AREA:**

Occupant Protection

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Low Income Families

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

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**PROJECT DESCRIPTION:**

With the passage of the booster seat law in 2006, the Highway Safety Division applied for, approved and awarded federal funding in the amount of \$852,790. These funds will be used to cover the costs of CPS training, supplies (including child safety seats and booster seats), printing, and travel expenses relating to child passenger safety education for low income families.

**PROBLEM IDENTIFICATION:**

Motor vehicle crashes remain the leading cause of unintentional injury-related deaths among children under the age of 16 years in Missouri. According to the Missouri State Highway Patrol, in 2005, 61 fatalities, and 6,675 reported injuries to children under age 16 due to motor vehicle crashes in Missouri. The injuries and fatalities occur when children ride unrestrained or are improperly restrained. It is estimated that approximately 73 percent of children who are placed in child safety seats are improperly restrained.

Lack of access to affordable child safety seats and booster seats contributes to lower usage rate among low-income families. However research shows that 95 percent of low-income families who own a child safety seat use it. Improving access to affordable child restraint systems and educating parents and caregivers about proper installation and use are key components to improving use rates in these socio-economic groups.

**GOALS AND OBJECTIVES:**

To provide funding for CPS training and the costs associated with such, and to purchase and distribute child safety seats/booster seats to low income families.

**RESULTS:**

The 2011 funding for the 2007 grant year was used to purchase two Seat Simulators and two CPS Trailers for training, in addition to expenses for two NHTSA CPS Training classes that included instructor expenses/fees. The printing costs of CPS materials were also covered with 2011 funds.

Approximately \$246,572 was spent on child safety seats and booster seats for low income families that were distributed through Missouri Fitting Stations listed on the NHTSA website.

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**FUNDING:**

2011 : \$852,790.00

**HS CONTACT:**

Pam Hoelscher  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

OP PIE (CIOT)

**PROJECT NUMBER:**

07-PM-02-06

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Unbelted Drivers

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The goal of this in-house memo project is to decrease the number of deaths and injuries resulting from traffic crashes by increasing safety belt use.

Informational materials and/or advertising will be created with the primary target audience of men ages 18 to 34.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Approximately 70 percent of motor vehicle occupants fatally injured in Missouri traffic crashes were not wearing safety belts. Safety belts are considered the most important safety equipment in a motor vehicle, and using them correctly and on every trip is the most effective way to reduce injuries and fatalities in a crash.

The National Highway Traffic Safety Administration has identified the primary target audience as men ages 18 to 34.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

**GOALS AND OBJECTIVES:**

The goal of this in-house memo project is to decrease the number of deaths and injuries resulting from drivers and vehicle occupants not wearing their seat belt.

**Objective:**

1) To decrease deaths and injuries associated with traffic crashes in Missouri through the purchase of paid advertising and earned media to encourage seat belt use and support the enforcement efforts of the Click It or Ticket campaign.

**RESULTS:****Public Information and Education Campaign:**

The Missouri Department of Transportation's Highway Safety Division participated in the national Click It or Ticket occupant protection campaign. The Highway Safety Division contracted with TrueMedia, Inc., to assist with the media buy for the campaign, as well as Learfield Communications. Please see the attached documentation for more information on the media buy for each campaign. In addition to media funds from this grant, media funds were supplemented by the Missouri Coalition for Roadway Safety.

A press conference was held in May in St. Louis at Clayton High School. St. Louis law enforcement participated. A press conference was also held in Dexter and Sikeston, which included law enforcement from Poplar Bluff, Cape Girardeau and surrounding area. The seat belt "Convincer" was present at both press conferences.

**Media Coverage:**

The information distributed to the law enforcement agencies that received grants included a sample press release. In addition, MoDOT distributed a press release to media outlets statewide and provided information on the saveMOlives.com web site. Highway Safety staff, Missouri Coalition for Roadway Safety contacts as well as local and state law enforcement agencies conducted numerous media interviews.

**Law Enforcement Efforts:**

During the statewide campaign, law enforcement officers worked 9,566 hours of overtime and wrote 4,028 citations for safety restraints. They also handed out 166 child passenger citations and 6,245 speeding citations. Law enforcement made 73 DWI arrests and 20 felony arrests.

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**FUNDING:**

402 : \$225,000.00

**HS CONTACT:**

Laura Holloway  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

# Missouri Department of Transportation

## Click it or Ticket 2007

### Campaign Summary

- Media: Radio, Cable, Broadcast television
- Demographic: Male 18-34
- Dates: May 14-28

### Radio

#### •Columbia/ Jefferson City

-KBBM (Active Rock)  
-KCMQ (Classic Rock)  
-KOQL (CHR)  
-KTGR (Sports)  
-KTXY (CHR)  
-GRP's: 404  
-\$5,498.59

#### •Cape Girardeau

-KBXB (Country)  
-KEZS (Country)  
-KGMO (Classic Rock)  
-KJEZ (Rock)  
-WKIB (Top 40)  
-GRP's: 342.8  
-\$5,407.05

#### •Springfield

-KQRA (New Rock)  
-KSPW (Rock)  
-KTTS (Country)  
-KXUS (Classic Rock)  
-GRP's: 413.8  
-\$5,627.56

#### •St. Louis

-KATZ-FM (Urban)  
-KPNT (Alternative)  
-KSHE (Rock)  
-KSLZ (Rock)  
-WARH (Jack FM)  
-GRP's: 400  
-\$36,698.67

MissouriNet, plus four additional stations: \$19,096.00

Maryville

KNIM

Moberly

KWIX-AM / KRES-FM

Quincy, IL

KRRY

Jonesboro, Arkansas

KIYS-FM

Kansas City media was shared with Kansas DOT. They purchased radio and we purchased television.

### Cable television

#### •Cape Girardeau

-GRP's 511.0  
-\$6059.31

#### •Joplin

-GRP's 402.2  
-\$6,185.31

#### •Kansas City

-GRP's 1860.2  
-\$23,164.35

#### •Springfield

-GRP's 455.2  
-\$7,412.00

#### Columbia

-GRP's 422.4  
-\$5,735.59

#### •Hannibal

-GRP's 206.0  
-\$1,853.00  
-

#### •Joplin

-GRP's 135.0  
-\$1,895.62

#### •St. Louis

-GRP's 522.4  
-\$28,174.87

#### •Kirksville

-GRP's 468.0  
-\$3,702.29

#### •Maryville

-GRP's 160.4  
-\$1,100.68  
-

#### •St. Joseph

-GRP's 97.4  
-\$2,381.11

## Broadcast television

### •Hannibal

-KHQA-CBS  
-WGEM-NBC  
-CGEM-FOX  
-GRP's 326.4  
-\$8,816.57

### •Kirksville

-KTVO-ABC  
-Prime Only  
-GRP's 44.2  
-\$1,394.38

### •St. Joseph

-KQTV-ABC  
-GRP's 230.4  
-\$7,768.70

### •Cape Girardeau

-KBSI-Fox  
-KFVS-CBS  
-WPSD-NBC  
-GRP's 131.2  
-\$6,985.81

### •Springfield

-KCZ-CBS  
-KOLR-CBS  
-KSFX-Fox  
-KSPR-ABC  
-KYTV-NBC  
-GRP's 113.4  
-\$6819.04

### •Columbia/ Jefferson City

-KMIZ-ABC  
-KOMU-NBC  
-KQFX-Fox  
-KRCG-CBS  
-GRP's 171.6  
-\$6702.30

### •Kansas City

-KCTV-CBS  
-KCWE-WB  
-KSHB-NBC  
-WDAF-Fox  
-GRP's 112.6  
-\$28,564

## TOTALS

Radio	\$72,327.87
Cable	\$87,664.13
Broadcast	\$67,050.80
Total	\$227,042.80

**Missouri Department of Transportation**  
**Click it or Ticket**  
**Campaign Summary**

- Geography: Hannibal, Joplin, Kirksville, Maryville,
- Media: Cable, Broadcast TV
- Demographic: M 18-34
- Budget: \$30,000.00

St. Joseph

**Broadcast  
Cable**

- **Hannibal**                      CPP: \$9.71
  - GRP's 208.0
  - \$1,853.00
- **Joplin**                        CPP: \$16.60
  - GRP's 135.0
  - \$1,895.62
- **Kirksville**                  CPP: \$8.54
  - GRP's 468.0
  - \$3,702.29
- **Maryville**                  CPP: \$7.41
  - GRP's 160.4
  - \$1,100.68

**Total**

- Cable            \$10,932.70
- Broadcast    \$17,979.65
- Total            \$28,912.35





## **Click it or Ticket**

### **Rural Focused Campaign**

Two-week campaign (May 14- 26, 2007)

- MODOT received 44 30-second messages
- May 14-19 -- 22 30-second Click it or Ticket messages aired
- May 21-26 -- 22 30-second Click it or Ticket messages aired
- All messages aired on 61 stations throughout rural Missouri, Monday - Saturday, 6 a.m. - 7 p.m.
- This "rural-focused" campaign allowed MODOT to cover 88% of the state (101 counties out of 115 were covered) and delivered over 3,134 messages for MODOT.

Investment: \$19,096 net



We Deliver Results!

The reach you need. The results you want.

## **Enhanced Outreach**

The following tools were utilized to enhance MODOT's rural-focused campaign at no additional cost.

### **Radio**

MODOT received the title sponsorship of the Missouri net "Missouri Sports Report" for two weeks. The Missouri Sports Report featured daily highlights of Missouri sporting activities. MODOT received 10 billboard sponsorships during the campaign. ("This Missouri Sports Report is brought to you by MODOT ...")

### **Internet**

MODOT received a message ad and link on the Missouri Sports Report page of the website ([missourinet.com](http://missourinet.com)) during the two week campaign.

# Missourinet



KKOZ-AM .....	Ava	KBOA-FM .....	Kennett	KDRO-AM .....	Sedalia
KKOZ-FM .....	Ava	KIRX-AM .....	Kirksville	KSIM-AM .....	Sikeston
KAAN-AM .....	Bethany	KBNN-AM .....	Lebanon	KUOA-AM .....	Siloam Springs
KAAN-FM .....	Bethany	KJFM-FM .....	Louisiana	KSGF-AM .....	Springfield
KOMC-FM .....	Branson	KMMO-AM .....	Marshall	KSGF-FM .....	Springfield
KBFL-FM .....	Buffalo	KMMO-FM .....	Marshall	KSFT-AM .....	St Joseph
WKRO-AM .....	Cairo	KNIM-AM .....	Maryville	KRWP-FM .....	Stockton
KKWK-FM .....	Cameron	KNIM-FM .....	Maryville	KTUI-AM .....	Sullivan
KZIM-AM .....	Cape Girardeau	KMEM-FM .....	Memphis	KTUI-FM .....	Sullivan
KCHI-AM .....	Chillicothe	KXEO-AM .....	Mexico	KALM-AM .....	Thayer
KCHI-FM .....	Chillicothe	KRES-FM .....	Moberly	KTTN-FM .....	Trenton
KDKD-AM .....	Clinton	KWIX-AM .....	Moberly	KTKS-FM .....	Versailles/Osage Beach
KDKD-FM .....	Clinton	KRMO-AM .....	Monett	KOKO-AM .....	Warrensburg
KDFN-AM .....	Doniphan	KNEM-AM .....	Nevada	KSLO-FM .....	Washington
KREI-AM .....	Farmington	KNMO-FM .....	Nevada	KJPW-AM .....	Waynesville
KJFF-AM .....	Festus	KMIS-AM .....	Portageville	KJPW-FM .....	Waynesville
KFAL-AM .....	Fulton	WGEM-FM .....	Quincy	KWPM-AM .....	West Plains
KWOS-AM .....	Jefferson City	KRRY-FM .....	Quincy	KUKU-AM .....	Willow Springs
KIYS-FM .....	Jonesboro, AR	KTTR-AM .....	Rolla	KUKU-FM .....	Willow Springs
KZRG-AM .....	Joplin	KTTR-FM .....	Rolla		
KDMO-AM .....	Joplin/Carthage	KSMO-AM .....	Salem		

Affiliates may be added or deleted from time to time. Broadcasts may occasionally conflict with local programming, in which case makegood commercials will be aired on the stations.

MISSOURI DEPARTMENT of TRANSPORTATION  
CLICK IT OR TICKET  
SPRING 2007 TELEVISION POST SUMMARY

<u>Market</u>	<u>Station</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>M18-34 Final Est. GRPS</u>	<u>M18-34 TOTAL GRPS</u>	<u>Index Total vs. Est.</u>	<u>Other Elements/Comments</u>
Columbia/ Jefferson City	KMIZ, KRCG, KQFX, KOMU	48	5	53	\$ 7,274.00	\$ 6,182.90	\$ 6,739.36	171.6	122.7	72%	Running 24 spots for underdelivery using the Never Made It creative
Kansas City	KCWE, KCTV, KSHB, WDAF	32	0	32	\$ 30,830.00	\$ 26,205.50	\$ 28,564.00	137.9	46.0	33%	Running 36 spots for underdelivery using the Never Made It creative
Ottumwa/ Kirksville	KTVO	7	0	7	\$ 1,505.00	\$ 1,279.25	\$ 1,394.38	44.2	38.6	87%	
Paducah/Cape Girar/Harr.	KFVS, WPSD, KBSI	33	0	33	\$ 6,465.00	\$ 5,495.25	\$ 5,989.82	105.2	56.0	53%	Running 61 spots for underdelivery using the Never Made It creative
Springfield	KYTV, KSFX, KSPR KOLR, KCZ	35	1	36	\$ 5,535.00	\$ 4,704.75	\$ 5,128.18	86.5	40.4	47%	Running 45 spots for underdelivery using the Never Made It creative
St. Joseph	KQTV	66	0	66	\$ 8,385.00	\$ 7,127.25	\$ 7,768.70	230.4	142.4	62%	Running 10 spots for underdelivery using the Never Made It creative
Hannibal	WGEM, KHQA, CGEM	77	8	85	\$ 7,836.00	\$ 6,660.60	\$ 7,260.05	262.7	228.1	87%	Running 4 spots for underdelivery using the Never Made It creative
TELEVISION TOTAL		298	14	312	\$ 67,830.00	\$ 57,655.50	\$ 62,844.50				

SPRING 2007 RADIO POST SUMMARY

Columbia/ Jefferson City	KTGR, KBBM, KCMQ KTXV, KOQL	244	0	244	\$ 5,934.80	\$ 5,044.58	\$ 5,498.59	404.0	379.1	94%	Billboard Sponsorships
Paducah/Cape Girar/Harr.	KJEZ, KBXB, KGMO, WKIB, KEZS	238	0	238	\$ 5,836.00	\$ 4,960.60	\$ 5,407.05	No ratings available			Web banner, Billboard Sponsorships
Springfield	KQRA, KXUS, KSPW, KTTS	146	21	167	\$ 6,074.00	\$ 5,162.90	\$ 5,627.56	413.8	346.9	84%	

St. Louis	KSLZ, KATZ, KPNT, WARH, KSHE	294	0	294	\$ 39,610.00	\$ 33,668.50	\$ 36,698.67	400.0	386.1	97% Billboard Sponsorships
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<b>RADIO TOTAL</b>	<b>922</b>	<b>21</b>	<b>943</b>	<b>\$ 57,454.80</b>	<b>\$ 48,836.58</b>	<b>\$ 53,231.87</b>				
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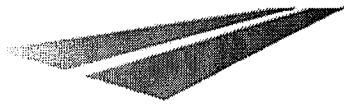
**SPRING 2007 CABLE POST SUMMARY**

Cape Girardeau	Total	357	73	430	\$ 5,588.00	\$ 4,749.80	\$ 5,177.82	417.1	352.2	84%
St. Louis	Total	844	72	916	\$ 29,295.00	\$ 24,900.75	\$ 27,141.82	496.7	456.3	92%
Joplin	Total	603	86	689	\$ 8,612.00	\$ 7,320.20	\$ 7,979.02	529.2	625.6	118%
Columbia	Total	220	362	582	\$ 5,860.40	\$ 4,981.34	\$ 5,429.66	377.4	351.7	93%
Kansas City	Total	399	0	399	\$ 24,803.00	\$ 21,082.55	\$ 22,979.98	239.9	236.0	98%
Springfield	Total	558	69	627	\$ 7,928.00	\$ 6,738.80	\$ 7,345.29	453.4	481.1	106%
Kirksville	Total	682	16	698	\$ 3,990.00	\$ 3,391.50	\$ 3,696.74	466.5	467.6	100%
Hannibal	Total	352	20	372	\$ 1,995.00	\$ 1,695.75	\$ 1,848.37	205.5	343.9	167%
St. Joseph	Total	133	16	149	\$ 2,558.00	\$ 2,174.30	\$ 2,369.99	95.7	137.9	144%
Maryville	Total	152	16	168	\$ 1,188.00	\$ 1,009.80	\$ 1,100.68	160.4	163.9	102%

<b>CABLE TOTAL</b>	<b>4300</b>	<b>730</b>	<b>5030</b>	<b>\$ 91,817.40</b>	<b>\$ 78,044.74</b>	<b>\$ 85,069.37</b>				
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<b>COMBINED TV/ RADIO/CABLE</b>	<b>5520</b>	<b>765</b>	<b>6285</b>	<b>\$ 217,102.20</b>	<b>\$ 184,536.82</b>	<b>\$ 201,145.74</b>				
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## Missouri Coalition for Roadway Safety



P.O. Box 270  
Jefferson City, Missouri 65102  
800.800.2358  
Fax: 573.634.5977  
[www.saveMOLives.com](http://www.saveMOLives.com)

*For more information, contact William Whitfield at 573-751-5417, Laura Holloway at 573-751-5414 or Capt. Tim Hull at 573-526-6115.*

May 11, 2007 – For immediate release

### ***Click It or Ticket Program Buckles Down on Buckling Up***

JEFFERSON CITY - Buckling up only takes seconds, but these seconds could save your life in a traffic crash.

That's why the Missouri Coalition for Roadway Safety is joining with state and local law enforcement during mid-May through Memorial Day for an aggressive national "Click It or Ticket" program to crack down on unbelted drivers and save lives. Missourians also will be reminded to buckle up through state and national advertisements.

"We are proud to participate in these statewide enforcement programs," said Capt. Tim Hull of the Missouri State Highway Patrol. "Even as we enforce traffic laws, officers are also trying to educate the public about the importance of safe and responsible driving. This part of our job is very important as we don't want to lose a single member of our state and our communities in a traffic crash."

According to the National Highway Traffic Safety Administration, 31,415 passenger vehicle occupants died in traffic crashes in 2005. More than half of them were NOT wearing their seat belts. In Missouri in 2006, 70 percent of the 1,095 people who died in traffic crashes were not wearing their seat belts.

Vehicle crashes are the leading cause of death for 15 to 20 year olds in America. Of the total fatalities in 2005, more than 5,000 were passenger vehicle occupants between the ages of 15 and 20 – and 62 percent of those killed were NOT wearing their seat belts at the time of the fatal crash.

"Many drivers take the attitude that 'it will never happen to me,' especially teens, but fatal crashes happen every day to all types of people," said Leanna Depue, chair of the coalition's executive committee. "We want to make sure everyone is buckled up – day and night."

Wearing a seat belt is the most effective way to reduce injuries and fatalities in a crash because it provides protection from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers. When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passengers by 45 percent and by 60 percent in pickup trucks, SUVs and minivans. Yet, according to NHTSA, nearly one in five Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle.

“Seat belts clearly save lives, but unfortunately too many folks still need a tough reminder,” Depue said. “Wearing your seat belt costs you nothing and not wearing it can cost you everything. So unless you want to risk a ticket, or worse – your life, please remember to buckle up to arrive alive.”

For more information on Missouri seat belt use, visit [www.saveMOlives.com](http://www.saveMOlives.com), and for more information on the national campaign, visit [www.nhtsa.gov/link/ciot.htm](http://www.nhtsa.gov/link/ciot.htm).

###

# News Release

For Release:

For more information contact:

## **Buckle Up to Avoid a Ticket and Arrive Alive**

**(Name of City or County, State) –**

Nearly one in four Missourians still fail to regularly wear their safety belts when driving or riding in a motor vehicle.

Among those least likely to buckle up: young males, pickup truck drivers and their passengers, people who live in rural areas, and nighttime drivers.

**[Organization Name]** announced today they are joining with law enforcement May 21 – June 3 for an aggressive national “Click It or Ticket” mobilization to crack down on Missouri’s safety belt law violators and to reduce highway fatalities.

Failure to regularly wear a safety belt can be deadly. In 2005, a driver in a Missouri traffic crash has a 1 in 32 chance of being killed if they were not wearing a seat belt. In cases where the driver wore a seat belt, their chance of being killed was 1 in 1,017.

“Safety belts clearly save lives. But unfortunately too many folks still need a tough reminder, so we are going to be out in force buckling down on those who are not buckled up.” said **[Local Law Enforcement Official]**. “Unless you want to risk a ticket, or worse - your life, you need to remember to ‘Click It or Ticket’ day and night, and Arrive Alive.”

**[Local Official]** said regular safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. When worn correctly, safety belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs and mini-vans.

For more information on the national “Click It or Ticket” mobilization, please visit [www.buckleupamerica.org](http://www.buckleupamerica.org).

For information on Missouri seatbelt usage, visit [www.saveMOlives.com](http://www.saveMOlives.com).

###



## Click It or Ticket

Media and Marketing Reporting Form  
2007



District \_\_\_\_\_

### Media:

#### Radio

Number of interviews: \_\_\_\_\_

Specific stations or shows:

#### Television

Number of interviews: \_\_\_\_\_

Specific stations or shows:

#### Newspaper Coverage:

Number of clippings: \_\_\_\_\_

Specific publications:

#### **Other:**

#### Marketing / Events:

Event location and date: \_\_\_\_\_

Event description:

Approximate attendance: \_\_\_\_\_

Giveaways and campaign materials provided:

Comments:

## Click It Or Ticket Radio Spot

Announcer: Alright, everybody knows that safety belts save lives... blah...blah...blah, we've been hearing that for years.

I'm just lettin' you know that your safety belt can save you a whole lot of hassle too because from coast to coast, cops are cracking down. They've got this enforcement effort, Click It or Ticket. Pretty simple – you buckle up or you get a ticket.

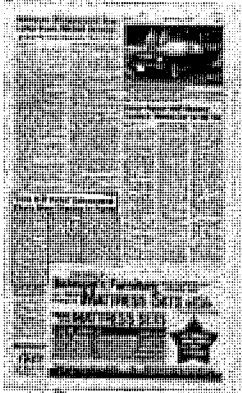
Consider this a friendly warning because, guess what, cops won't be giving warnings. Remember Click It or Ticket and Arrive Alive.

Announcer: (with different inflection) This message brought to you by the Missouri Coalition for Roadway Safety.

Copy for Learfield, Missouri Sports Report...

Across Missouri cops are cracking down. If you're not wearing a seat belt, you're getting a ticket. No excuses. Buckle Up and ARRIVE ALIVE.

15  
6/13/2007  
19116



# <sup>133</sup> 'Click It or Ticket' Enforcement Efforts Were Effective in Pacific

The Pacific Police Department participated in the "Click It or Ticket" campaign to increase safety belt and child restraint use.

Law enforcement agencies across the state, in a national effort, stepped up their traffic enforcement activities to make roadways safer for drivers and passengers.

During the campaign, law enforcement officers issued eight safety belt tickets, no child restraint violations, 43 speeding tickets and 33 tickets for other traffic and moving violations. The department also increased enforcement of aggressive driving infractions such as failure to yield and following too closely.

Funding for this effort was provided through a grant from the Missouri Department of Transportation's Highway Safety Division in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center.

"We are proud to participate in these statewide enforcement programs," said Chief Jim Brune. "Even as we enforce traffic laws, our officers are also trying to educate the public about the importance of safe and responsible driving. This part of our work is important because we don't want to lose a single member of our community in a traffic crash."

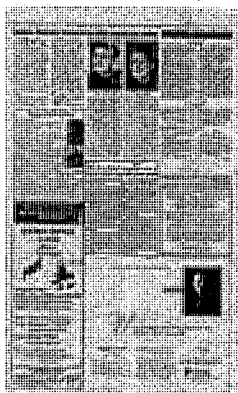
One person is killed or injured every seven minutes in

a traffic crash in Missouri. Over 70 percent of the drivers who die in motor vehicle crashes are not wearing a safety belt. The use of safety belts and child restraints is the best defense in a traffic crash. These simple devices are proven effective in saving lives.

"Research indicates that the presence of law enforcement officers increases the public's compliance with traffic laws," said Leanna Depue, director of highway safety for the Missouri Department of Transportation. "I applaud the Pacific Police Department's efforts to reduce fatalities and injuries associated with crashes by enforcing traffic laws."

Howard

The Democrat  
Leader -  
Howard County  
Fayette, MO  
Circ. 2222  
From Page:  
12  
5/19/2007  
17902



## **'Click It or Ticket' campaign seeks to educate drivers, especially young people**

Buckling up only takes seconds, but these seconds could save your life in a traffic crash.

That's why the Missouri Coalition for Roadway Safety is joining with state and local law enforcement during mid-May through Memorial Day for an aggressive national "Click It or Ticket" program to crack down on unbelted drivers and save lives.

Vehicle crashes are the leading cause of death for 15- to 20-year-olds in America. Of the total fatalities in 2005, more than 5,000 were passenger vehicle occupants between the ages of 15 and 20 – and 62 percent of those killed were NOT wearing their seat belts at the time of the fatal crash.

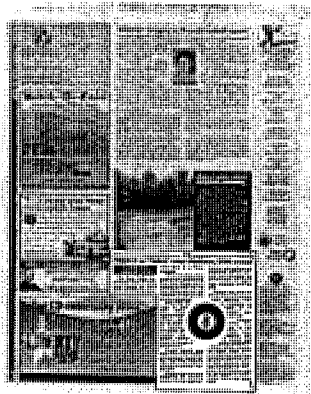
More sobering statistics from the National Highway Traffic Safety Ad-

"Many drivers take the attitude that 'it will never happen to me,' especially teens, but fatal crashes happen every day to all types of people," said Leanna Depue, chair of the coalition's executive committee. "We want to make sure everyone is buckled up – day and night."

Wearing a seat belt is the most effective way to reduce injuries and fatalities in a crash because it provides protection from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers.

When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passengers by 45 percent and by 60 percent in pickup trucks, SUVs and minivans. Yet ac-

Nixa Xpress  
Nixa, MO  
Circ. 12720  
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2  
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17500



## **'Click It or Ticket' nets citations, DWI arrest**

**Ryan Bowling**  
**XPress Reporter**

The Nixa Police Department made 68 extra stops during its latest grant initiative, the state-

wide Click It or Ticket program.

"It's a busy time of the year for us," Resource Officer Brent Forgey said. "I thought it went well. We had officers go out and work the specific area the grant is targeting."

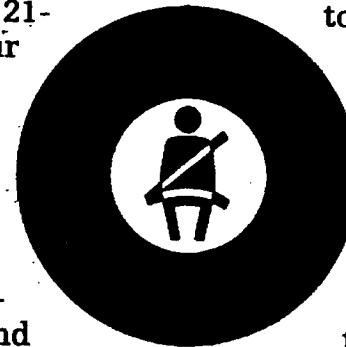
From May 21-June 3, four Nixa Police Department officers put in 39 hours of overtime in issuing 13 seatbelt violations around town, the target of the program.

"People should take more time to be cautious

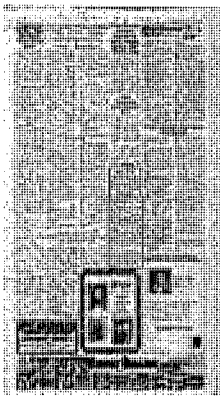
lations, one careless and imprudent driving citation, one following too closely ticket, one signal light violation and one DWI.

"Unless you want to risk a ticket, or worse—your life—you need to remember to 'Click It or Ticket,'" Forgey said.

Regular safety belt use is the single most effective way to protect and reduce fatalities in motor vehicle crashes, he added. When worn correctly, seat belts have



Puxico Press  
Puxico, MO  
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18966



## 133 **Click It Or Ticket Results Announced For Scott, Stoddard Counties**

Captain George E. Ridens, commanding officer of Troop E, announces the results of the "Click It Or Ticket" enforcement operation held in Scott and Stoddard counties from May 21-June 2.

The "Click It Or Ticket" campaign is a statewide enforcement program, which joins a national effort to focus on seat belt use and awareness.

As a result of the recent operation held in Scott and Stoddard counties, 538 vehicles were stopped with a total of 365 traffic arrests made and 479 warnings issued. Of those arrests, officers issued 194 cita-



## Click It or Ticket Program buckles down <sup>133</sup>

Buckling up only takes seconds, but these seconds could save your life in a traffic crash.

That's why the Missouri Coalition for Roadway Safety is joining with state and local law enforcement during mid-May through Memorial Day for an aggressive national "Click It or Ticket" program to crack down on unbelted

drivers and save lives.

According to the National Highway Traffic Safety Administration, 31,415

passenger vehicle occupants died in traffic crashes in 2005. More than half of them were NOT wearing their seat belts. In Missouri in 2006, 70 percent of the 1,095 people who died in traffic crashes were not wearing their seat belts.

Vehicle crashes are the leading cause of death for 15 to 20 year olds in America. Of the total fatalities in 2005, more than 5,000 were passenger vehicle occupants between the ages of 15 and 20 – and 62 percent of those killed

were NOT wearing their seat belts at the time of the fatal crash.

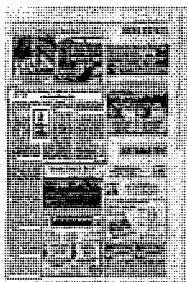
When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passengers by 45 percent and by 60 percent in vehicles.

For more information on Missouri seat belt use, visit [www.saveMOlives.com](http://www.saveMOlives.com), and for more information on the national campaign, visit [www.nhtsa.gov/link/ctiot.htm](http://www.nhtsa.gov/link/ctiot.htm).





O'Fallon  
Community  
News  
O'Fallon, MO  
Circ. 28000  
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12907



## Click It or Ticket Program Buckles Down on Buckling Up

Jefferson City - Buckling up only takes seconds, but these seconds could save your life in a traffic crash.

That's why the Missouri Coalition for Roadway Safety is joining with state and local law enforcement during mid-May through Memorial Day for an aggressive national "Click It or Ticket" program to crack down on unbelted drivers and save lives. Missourians also will be reminded to buckle up through state and national advertisements.

"We are proud to participate in these statewide enforcement programs," said Capt. Tim Hull of the Missouri State Highway Patrol. "Even as we enforce traffic laws, officers are also trying to educate the public about the importance of safe and responsible driving. This part of our job is very important as we don't want to lose a single member of our state and our communities in a traffic crash."

According to the National Highway Traffic Safety Administration, 31,415 passenger vehicle occupants died in traffic crashes in 2005. More than half of them were NOT wearing their seat belts. In Missouri in 2006, 70 percent of the 1,095 people who died in traffic crashes were not wearing their seat belts.

Vehicle crashes are the leading cause of death for 15 to 20 year olds in America. Of the total fatalities in 2005, more than 5,000 were passenger vehicle occupants between the ages of 15 and 20 - and 62 percent of

those killed were NOT wearing their seat belts at the time of the fatal crash.

"Many drivers take the attitude that 'it will never happen to me,' especially teens, but fatal crashes happen every day to all types of people," said Leanna Depue, chair of the coalition's

executive committee. "We want to make sure everyone is buckled up - day and night."

Wearing a seat belt is the most effective way to reduce injuries and fatalities in a crash because it provides protection from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers.

When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passengers by 45 percent and by 60 percent in pickup trucks, SUVs and minivans. Yet, according

to NHTSA, nearly one in five Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle.

"Seat belts clearly save lives, but unfortunately too many folks still need a tough reminder," Depue said. "Wearing your seat belt costs you nothing and not wearing it can cost you everything. So unless you want to risk a ticket, or worse - your life, please remember to buckle up to arrive alive."

For more information on Missouri seat belt use, visit [www.saveMOlives.com](http://www.saveMOlives.com), and for more information on the national campaign, visit [www.nhtsa.gov/link/ciot.htm](http://www.nhtsa.gov/link/ciot.htm).





Cass

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Journal  
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15968



# <sup>133</sup>Buckle Up to Avoid a Ticket and Arrive Alive

Nearly one in four Missourians still fail to regularly wear their safety belts when driving or riding in a motor vehicle. Among those least likely to buckle up: young males, pickup truck drivers and their passengers, people who live in rural areas, and nighttime drivers.

Harrisonville Police Department announced today they are joining with law enforcement May 21 – June 3 for an aggressive national “Click It or Ticket” mobilization to crack down on Missouri’s safety belt law violators and to reduce highway fatalities.

Failure to regularly wear a

safety belt can be deadly. In 2005, a driver in a Missouri traffic crash has a 1 in 32 chance of being killed if they were not wearing a seat belt. In cases where the driver wore a seat belt, their chance of being killed was 1 in 1,017.

“Safety belts clearly save lives. But unfortunately too many folks still need a tough reminder, so we are going to be out in force buckling down on those who are not buckled up.” Said Lt. Doug Catron. “Unless you want to risk a ticket, or worse – your life, you need to remember to ‘Click It or Ticket’ day and night, and Arrive Alive.”

Lt. Doug Catron said regular safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. When worn correctly, safety belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs and minivans.

For more information on the national “Click It or Ticket” mobilization, please visit [www.buckleupamerica.org](http://www.buckleupamerica.org).

For information on Missouri seatbelt usage, visit [www.saveMOLives.com](http://www.saveMOLives.com).

# Officials warn motorists: Click it or get a ticket<sup>30</sup>

By **SACHA CHAMPION**  
Statesman Staff Writer

Stoddard

North Stoddard  
County  
Bloomfield, MO  
Circ. 2111  
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18504



The message was clear Monday morning at the National Guard Armory in Dexter — if you don't click it, you can expect a ticket.

Missouri State Highway Patrol Troop E Public Information Officer Sgt. Dale Moreland, Dexter Police Chief Paul Haubold and Missouri Department of Transportation (MoDOT) Safe Communities Coordinator Sharee Galnore gathered together at the armory at 10 a.m. Monday to help promote the important of buckling up on state roads and highways.

"We are proud to participate in these statewide enforcement programs," said Moreland. "Even as we enforce traffic laws, officers are also trying to educate the public about the importance of safe and responsible driving."

"This part of our job is very important as we don't want to lose a single member of our state and our communities in a traffic crash."

The emphasis to this year's campaign, according to Moreland, is buckling up day or night.

"Many people think that they don't have to buckle up at night because a law enforcement officer can't see whether or not they are wearing a seat belt," Moreland said. "That is not the case. Motorists need to buckle up no matter what time it is."

The Missouri Coalition for Roadway Safety is a major supporter of the Click It or Ticket campaign. The project is being supported by a projected \$10 million in paid national advertising, and additional advertising in each state, to encourage motorists to take a few seconds that could save their lives.

"Many drivers take the attitude that 'it will never happen to me,' especially teens," said Moreland, "but fatal crashes happen every day to all types of people."

"We want to make sure everyone is buckled up — day and night."

Vehicle crashes are the

leading cause of death for 15 to 20-year-olds in America. Of the total national fatalities in 2005, more than 5,000 were passenger vehicle occupants between the ages of 15 and 20 — and 62 percent of those killed were not wearing their seat belts at the time of the fatal crash.

Currently, Missouri's overall safety belt usage rate is 75.2 percent, well below the national rate of 81 percent. The state's rate peaked at 77.4 percent in 2005 and has been declining since that time.

Statistics show that only 65.5 percent of all passengers in trucks buckle up while 79 percent of car passengers chose to. Seat belt usage in vans is rated at 80 percent and SUV seat belt usage is rated the highest at 81.6 percent.

Data retrieved from the Missouri Traffic Crash Reporting System and the Missouri State Highway Patrol Statistical Analysis Center showed the following occurs in Missouri:

- In 2006, 1,095 people were killed in a traffic crash.

- Seventy percent of the people who died in traffic crashes in 2006 were not wearing a seat belt (this figure includes passenger cars, vans, SUVs and pickup trucks).

- In 2006, there were 582 people killed in traffic crashes involving cars, station wagons or vans and 65.3 percent of those killed were not wearing a seat belt.

- In 2006, there were 169 people killed in traffic crashes involving pickup trucks and 85 percent of those killed were not wearing a seat belt.

- Also in 2006, there were 123 people killed in traffic crashes involving SUVs and 76.4 percent of those killed

were not wearing seat belts.

- A driver in a 2006 Missouri traffic crash had a one in 2.3 chance of being injured if they were not wearing their safety belt. However, if they were wearing a safety belt, their chances of being injured in the crash were one in 7.5.

- A driver in a 2006 Missouri traffic crash had a one in 30.5 chance of being killed if they were not wearing a safety belt. However, if they were wearing a safety belt, their chances of being killed increased to one in 1,326.

According to the National Highway Traffic Safety Administration, when worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passengers by 45 percent and by 60 percent in pickup trucks, SUVs and minivans. Yet according to the national organization, nearly one in five Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle.

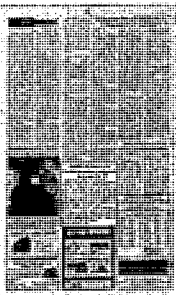
"Seat belts clearly save lives, but unfortunately, too many folks still need a tough reminder," said Moreland. "Wearing your seat belt costs you nothing and not wearing it can cost you everything."

"So unless you want to risk a ticket, or worse — your life, please, remember to buckle up and arrive alive."

For more information on Missouri seat belt use, visit [www.saveMOLives.com](http://www.saveMOLives.com) and for more information on the national campaign, visit [www.nhtsa.gov/link/ctnt.htm](http://www.nhtsa.gov/link/ctnt.htm)

Putnam

Unionville  
Republican  
Unionville, MO  
Circ. 1987  
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16195



## Results of Click It Or Ticket operation conducted in Adair Co. 133

Captain John W. Elliott, commanding officer of Troop B, Macon, announces the results of the "Click It Or Ticket" enforcement operation held in Adair County from May 21, 2007 through June 2, 2007. The "Click It Or Ticket" campaign is part of a national effort focusing on seat belt violations in an effort to raise seat belt use and awareness. Members of the Missouri State Highway Patrol have taken a zero-tolerance stance on those who choose not to wear their seat belts, meaning if a motorist is stopped for some other traffic violation and found not to be in compliance with Missouri's seat belt law they

will receive a ticket.

As a result of the recent enforcement operation held in Adair County, a total of 132 traffic arrests were made and 258 warnings were issued. Of those arrests, 46 individuals were cited for seat belt violations, and three individuals were cited for transporting a child without an approved child restraint system.

"Without a doubt, the use of seat belts saves lives," stated Captain Elliott. "We hope operations such as these help encourage motorists to take a few extra seconds to buckle their seat belts."

# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

Pickup Truck PIE

**PROJECT NUMBER:**

07-PM-02-04

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Unbelted Driver of Pickup Trucks

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

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**PROJECT DESCRIPTION:**

The goal of this in-house memo project is to decrease the number of deaths and injuries resulting from traffic crashes by increasing safety belt use.

Informational materials and/or advertising will be created with the primary target audience of men ages 18 to 34.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Approximately 70 percent of motor vehicle occupants fatally injured in Missouri traffic crashes were not wearing safety belts. Safety belts are considered the most important safety equipment in a motor vehicle, and using them correctly and on every trip is the most effective way to reduce injuries and fatalities in a crash.

Missouri's overall safety belt usage rate is 75 percent, well below the national average of 82 percent. Safety belt use among drivers and passengers in pickup trucks is significantly lower at 66 percent.

The National Highway Traffic Safety Administration has identified the primary target audience as men ages 18 to 34.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

**GOALS AND OBJECTIVES:****Goal:**

The goal of this in-house memo project is to decrease the number of deaths and injuries resulting from traffic crashes by increasing the safety belt use of pickup truck drivers and occupants.

**Objective:**

To decrease deaths and injuries associated with pickup truck-related crashes in Missouri through the purchase of advertising to support the enforcement efforts of the Buckle Up in Your Truck Campaign.

**RESULTS:**

The paid media was all from federal highway safety funds. \$150,000 had originally been designated toward paid media, but the additional amount was pulled from the Click It or Ticket paid media grant. (Click It or Ticket was then subsidized with additional funds from Missouri Coalition for Roadway Safety.) Please see attached information for full details regarding the media buy through TrueMedia.

Paid Media -- \$183,093.85

Radio -- \$53,231.87

Cable -- \$86,312.77

Broadcast -- \$43,549.21

Total \$183,093.85

**Earned Media:**

A statewide press conference with a video press release was sent statewide on May 2 in Kansas City. A rollover demonstrator was brought by law enforcement with several demonstrations given to media that were present.

A statewide press release was sent out, resulting in at least four radio interviews, a television interview in central Missouri and newspaper coverage. Additional coverage was handled at the local level.

Talking points and ad materials were posted on saveMOlives.com for partners to use in local earned media. Giveaways were provided, including key chains, Arrive Alive bracelets, Arrive Alive t-shirts and posters. Posters with the message "Pickups rock. They also roll" were mailed to each local region for local activities. Hangtags were provided to pickup truck dealerships statewide.

Press conferences: 1

Events: 21

Radio interviews: 9

Television: 2

Newspaper Clippings: 10

**Outreach:**

Multiple partners were involved in this effort. MoDOT partnered with Missouri Coalition for Roadway Safety members, law enforcement, truck dealerships, local schools and local media to promote the campaign.

MoDOT partnered with the Missouri Automobile Dealership Association to distribute Buckle Up in Your Truck hangtags to dealerships statewide. A space was left on each hangtag for the individual dealership to add their contact information or message.

In the Northwest, members of the Missouri Coalition for Roadway Safety participated in a

program to encourage seat belt awareness, particularly those driving pickups. Local law enforcement set up seat belt checks near local high schools. Those wearing their belt received a coupon to a participating local restaurant or fast-food restaurant. Those who were unbelted received educational materials and a "dum-dum" sucker. These activities took place in Maryville, Bethany, Cameron and St. Joseph.

In Kirksville, an event was held at Jim Robertson Chevrolet to involve and educate patrons. Radio spots on three stations encouraged people to stop by the dealership if they were buckled up in their truck to receive a free Pepsi, t-shirt, and other giveaways. The display at the dealership included a wrecked vehicle, Arrive Alive banner, posters, and a laptop running the television spots. A television interview on KTVO was generated from the event, as well as two radio interviews and newspaper coverage.

In Central Missouri, a series of displays at local events brought attention to the importance of buckling up:

- April 21, 2007 - Crashed truck display at Dogwood Festival Parade, Lake of the Ozarks
- April 28, 2007 - Crashed truck display at Safe Kids Day, Columbia
- May 3, 2007 - Crashed truck display at safety fair in Camdenton
- May 1&2, 2007 - Buckle Up in Your Truck displays at Route 63 public meetings in Westphalia and Vienna (400 attending)
- June 1-5, 2007 - Crashed Truck display at Missouri Employers Mutual Work Safe Week, Columbia
- June 7, 2007 - Crashed truck display at Cole County Farm Safety Day, Jefferson City (200 attending)

In the St. Louis area, the Missouri Department of Transportation teamed up with a local radio station (WARH), local law enforcement and fire departments to run a display at the grand opening for a new Cabela's, a sports store catering to the campaign's target market. At the event, giveaways included state maps, construction brochures, Buckle Up In Your Truck information, safety belts, Arrive Alive bracelets, pens, magnets and key chains. Arrive Alive t-shirts were given away as prizes to those participating in games the radio station created.

In addition to the event, WARH did live promotions for four days discussing the importance of the Buckle Up in Your Truck campaign, as well as discussing the enforcement effort during traffic reports.

The St. Louis area also used MoDOT message boards throughout the campaign with a Buckle Up in Your Truck message.

In Southwest Missouri, community relations staff of MoDOT participated in two weekly radio programs to discuss the campaign. - 1450 AM and 1420 AM. They purchased additional Spanish-language advertising in Lawrence County, using ads from the [www.centralregionproject.org](http://www.centralregionproject.org) Web site.

Posters were distributed at Safe Kids Day, with an attendance of approximately 200.

In the Springfield area, many local law enforcement agencies were recruited to offer ridealongs to the media. The focus in the Springfield area was a month-long seatbelt awareness campaign, to cover both the Buckle Up in Your Truck and Click It or Ticket campaigns.

In the South Central area of Missouri, the rollover demonstrator was used at multiple events by the Missouri State Highway Patrol and MoDOT, including:

- May 2 at Mark Twain Elementary (Rolla)

- May 10 at Swedebourg K-6 (Pulaski Co.)
- Belle PTO Carnival on May 11
- May 19 Kids Fest! 2007 (West Plains)
- May 1-11 Demonstrations (Van Buren, Doniphan, Ellsinore Schools)
- May 4 Rollover Simulator at Summersville Elementary School's May Fest
- May 12 Willow Fest (Willow Springs)

May 19 -- Seat Belt Convincer at Kid's Fest, West Plains

In Southeast Missouri, Buckle Up in Your Truck PSAs ran the month of April on KGIR AM, a station with a male demographic of 25+ years.

In addition, PSAs ran on six different radio stations April 23 - May 12 on the following stations:

- KEZS-102.9-K103 (Male/Female 30+ years)
- KGKS-93.9-KISS (Female 20-40 years)
- KLSC-92.9-The River (Male/Female 25+ years)
- KCGQ-99.3-Real Rock (Male/Female 20-49 years)
- KGIR-1220-ESPN AM (Male 25+ years)
- KZIM/KSIM-960/1220 AM (Male/Female 30+ years)

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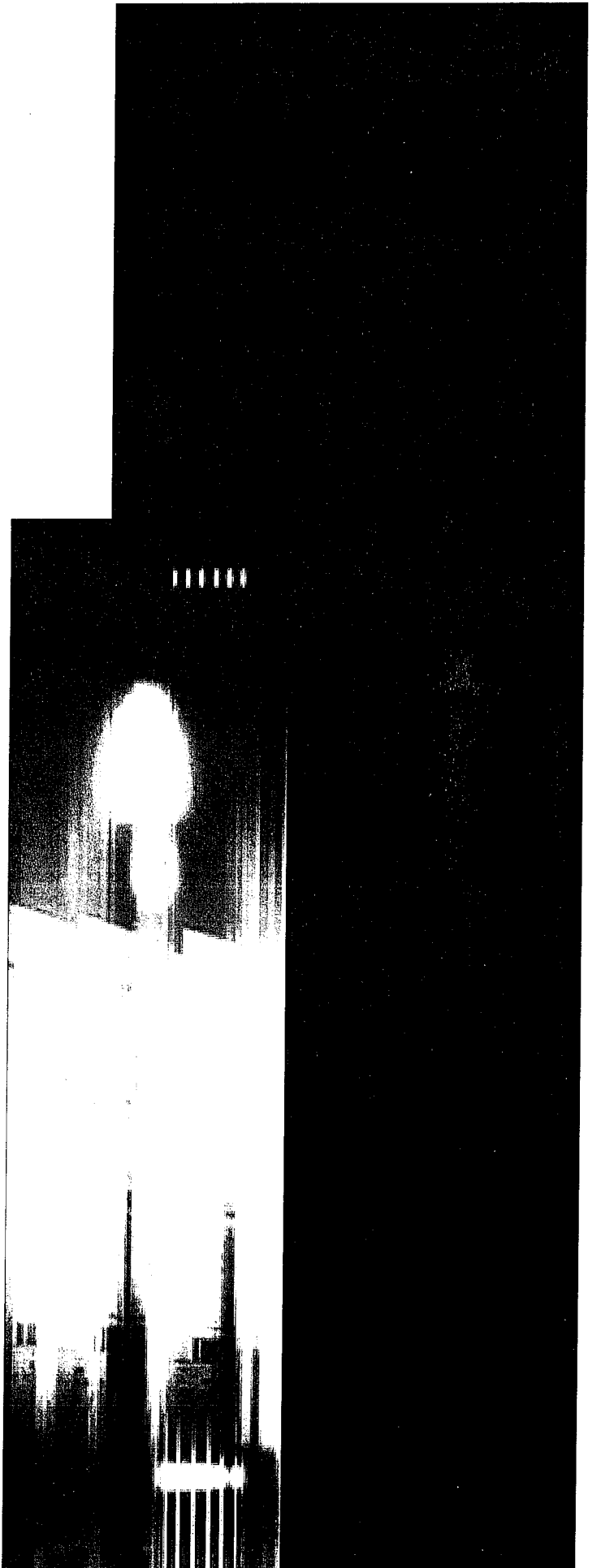
**FUNDING:**

402 : \$150,000.00

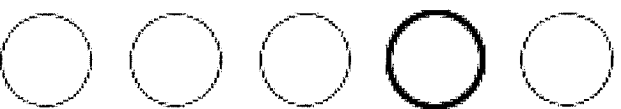
**HS CONTACT:**

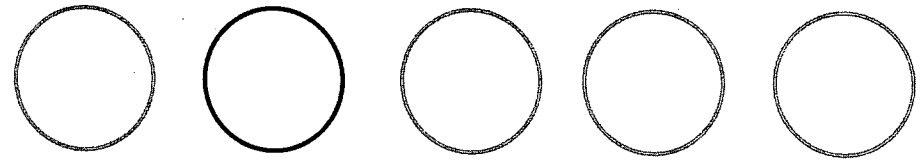
Laura Holloway  
 2211 St. Mary's Blvd  
 P.O. Box 270  
 Jefferson City, MO 65102  
 573-751-4161





Pickup Truck-2007





# Missouri Department of Transportation

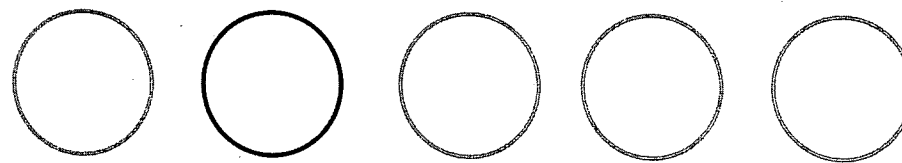
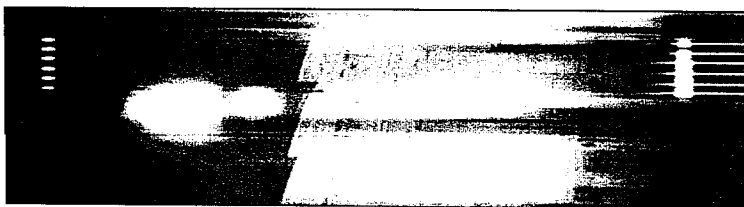
## Pick Up Truck

### Campaign Summary

- Geography: Columbia, Cape Girardeau, Springfield, St. Louis
- Media: Radio, Cable, Broadcast
- Demographic: M 18-24
- Budget: \$200,000



truemedia

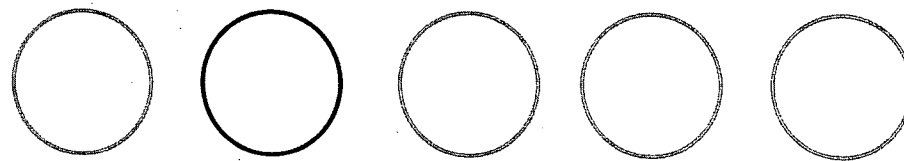
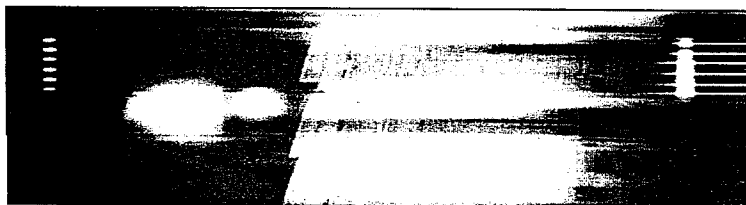


# Radio

- **Columbia** CPP: \$13.61
  - KBBM (Active Rock)
  - KCMQ (Classic Rock)
  - KOQL (CHR)
  - KTGR (Sports)
  - KTXY (CHR)
  - GRP's: 404
  - \$5,498.59
- **Springfield** CPP: \$13.60
  - KQRA (New Rock)
  - KSPW (Rock)
  - KTTS (Country)
  - KXUS (Classic Rock)
  - GRP's: 413.8
  - \$5,627.56
- **Cape Girardeau** CPP: \$15.77
  - KBXB (Country)
  - KEZS (Country)
  - KGMO (Classic Rock)
  - KJEZ (Rock)
  - WKIB (Top 40)
  - GRP's: 342.8
  - \$5,407.05
- **St. Louis** CPP: \$91.75
  - KATZ-FM (Urban)
  - KPNT (Alternative)
  - KSHE (Rock)
  - KSLZ (Rock)
  - WARH (Jack FM)
  - GRP's: 400
  - \$36,698.67



truemedia

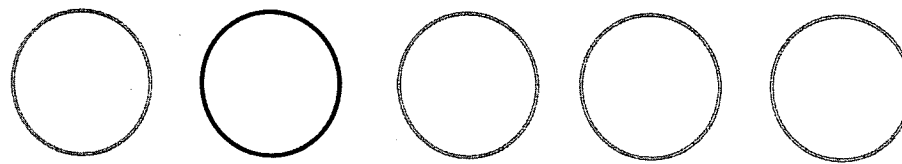
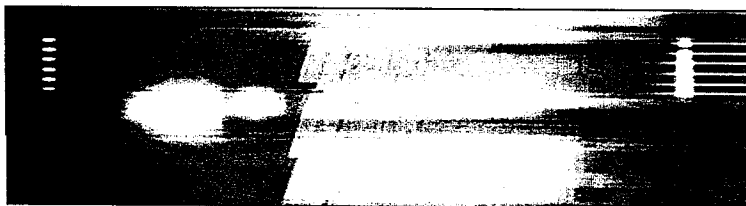


## Cable

- **Cape Girardeau** CPP: \$13.17
  - GRP's 440.6
  - \$5,799.89
- **Joplin** CPP: \$14.59
  - GRP's 193.8
  - \$2,827.68
- **Kansas City** CPP: \$11.90
  - GRP's 1825.20
  - \$21,719.01
- **Springfield** CPP: \$9.87
  - GRP's 370.6
  - \$3,655.97
- **St. Louis** CPP: \$71.91
  - GRP's 647.4
  - \$46,556.63
- **Columbia** CPP: \$13.58
  - GRP's 422.4
  - \$5,735.59



truemedia



# Broadcast

- **Cape Girardeau** CPP: \$57.00

- KBSI-Fox
- KFVS-CBS
- WPSD-NBC
- GRP's 145
- \$8,264.38

- **Columbia** CPP: \$35.55

- KMIZ-ABC
- KOMU-NBC
- KQFX-Fox
- KRCG-CBS
- GRP's 184.9
- \$6,572.59

- **Kansas City** CPP: \$98.39

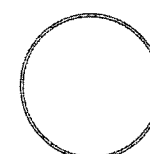
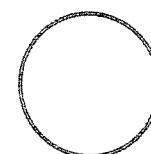
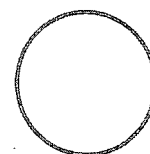
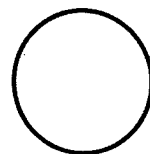
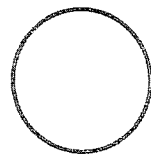
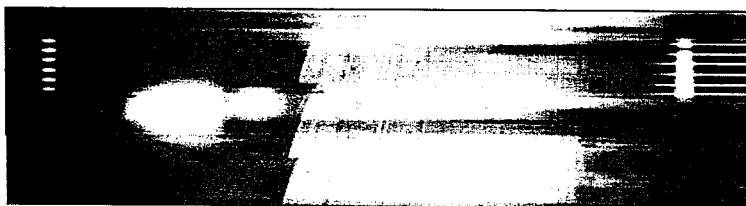
- KCTV-CBS
- KCWE-CW
- KSHE-NBC
- WDAF-Fox
- GRP's 106.2
- \$21,522.60

- **Springfield** CPP: \$59.92

- KCZ-CBS
- KOLR-CBS
- KSFX-Fox
- KSPR-ABC
- KYTV-NBC
- GRP's 120
- \$7,189.64



truemedia



## Total

- Radio \$53,231.87
- Cable \$86,312.77
- Broadcast \$43,549.21
- Total \$183,093.85



truemedia

# Missouri Department of Transportation

## Buckle Up In Your Truck 2007

### Campaign Summary

- Geography: Columbia, Cape Girardeau, Springfield, St. Louis
- Media: Radio, Cable, Broadcast television
- Demographic: Male 18-34
- Dates: April 30-May 13

### Radio

#### **Columbia / Jefferson City**

- KBBM (Active Rock)
  - KCMQ (Classic Rock)
  - KOQL (CHR)
  - KTGR (Sports)
  - KTXY (CHR)
  - GRP's: 404
- \$5,498.59**

#### **Springfield**

- KQRA (New Rock)
  - KSPW (Rock)
  - KTTS (Country)
  - KXUS (Classic Rock)
  - GRP's: 413.8
- \$5,627.56**

#### **Cape Girardeau**

- KBXB (Country)
  - KEZS (Country)
  - KGMO (Classic Rock)
  - KJEZ (Rock)
  - WKIB (Top 40)
  - GRP's: 342.8
- \$5,407.05**

#### **St. Louis**

- KATZ-FM (Urban)
  - KPNT (Alternative)
  - KSHE (Rock)
  - KSLZ (Rock)
  - WARH (Jack FM)
  - GRP's: 400
- \$36,698.67**

Missouri and Kansas are sharing media for the Kansas City area. Kansas is purchasing radio and Missouri is purchasing television.

### Cable television

#### **Cape Girardeau**

- GRP's 440.6
- \$5,799.89**

#### **Springfield**

- GRP's 370.6
- \$3,655.97**

#### **Joplin**

- GRP's 193.8
- \$2,827.68**

#### **St. Louis**

- GRP's 647.4
- \$46,556.63**

#### **Kansas City**

- GRP's 1825.20
- \$21,719.01**

#### **Columbia**

- GRP's 422.4
- \$5,735.59**

## **Broadcast television**

### **Cape Girardeau**

- KBSI-Fox
- KFVS-CBS
- WPSD-NBC
- GRP's 145

**\$8,264.38**

### **Kansas City**

- KCTV-CBS
- KCWE-CW
- KSHE-NBC
- WDAF-Fox
- GRP's 106.2

**\$21,522.60**

### **Columbia / Jefferson City**

- KMIZ-ABC
- KOMU-NBC
- KQFX-Fox
- KRCG-CBS
- GRP's 184.9

**\$6,572.59**

### **Springfield**

- KCZ-CBS
- KOLR-CBS
- KSFX-Fox
- KSPR-ABC
- KYTV-NBC
- GRP's 120

**\$7,189.64**

We focused on cable rather than broadcast television for the St. Louis area. The cost was very high and much of the coverage reached into Illinois.

## **Total**

Radio	\$53,231.87
Cable	\$86,312.77
Broadcast	<u>\$43,549.21</u>
<b>Total</b>	<b>\$183,093.85</b>



MISSOURI DEPARTMENT of TRANSPORTATION  
PICK-UP TRUCK  
WINTER 2007 TELEVISION POST SUMMARY  
4/30/07-5/12/07

<u>Market</u>	<u>Station</u>	<u># Paid Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>M18-34 Final Est. GRPS</u>	<u>M18-34 Actual GRPS</u>	<u>Index Total vs. Est.</u>
Columbia/ Jefferson City	KMIZ, KZOU, KRCG KQFX, KOMU	43	\$ 6,309.00	\$ 5,362.65	\$ 5,845.29	150.8	92.8	52%
Kansas City	KCWE, KCTV KSHB, WDAF	25	\$ 23,230.00	\$ 19,745.50	\$ 21,522.60	107.6	42.7	40%
Paducah/Cape Girar/Harr.	KFVS, KBSI WPSD	50	\$ 8,945.00	\$ 7,603.25	\$ 8,287.54	153.8	67.6	44%
Springfield	KYTV, KCZ, KSFX KSPR, KOLR	36	\$ 6,565.00	\$ 5,580.25	\$ 6,082.47	102.7	73.6	72%
<b>TELEVISION TOTAL</b>		<b>154</b>	<b>\$ 45,049.00</b>	<b>\$ 38,291.65</b>	<b>\$ 41,737.90</b>			

WINTER 2007 RADIO POST SUMMARY

Columbia/ Jefferson City	KTGR, KBBM, KCMQ KPLA, KOQL	244	\$ 5,934.80	\$ 5,044.58	\$ 5,498.59	404.0	0.0	0%
Paducah/Cape Girar/Harr.	KJEZ, KBXB, KGMO WKIB, KEZS	238	\$ 5,836.00	\$ 4,960.60	\$ 5,407.05	No ratings available		
Springfield	KQRA, KXUS KSPW, KTTS	146	\$ 6,074.00	\$ 5,162.90	\$ 5,627.56	413.8	0.0	0%
St. Louis	KSLZ, KATZ, KPNT WARH, KSHE	294	\$ 39,350.00	\$ 33,447.50	\$ 36,457.78	397.6	0.0	0%
<b>RADIO TOTAL</b>		<b>922</b>	<b>\$ 57,194.80</b>	<b>\$ 48,615.58</b>	<b>\$ 52,990.98</b>			

WINTER 2007 CABLE POST SUMMARY

Cape Girardeau	Total	367	\$ 5,644.00	\$ 4,797.40	\$ 5,229.17	440.6	400.1	91%
St. Louis	Total	952	\$ 49,565.00	\$ 42,130.25	\$ 45,921.97	647.4	572.1	88%
Joplin	Total	174	\$ 3,047.94	\$ 2,590.75	\$ 2,823.92	193.8	202.7	105%
Columbia	Total	257	\$ 5,885.24	\$ 5,002.45	\$ 5,452.67	383.0	160.4	46%
Kansas City	Total	384	\$ 23,528.00	\$ 19,998.80	\$ 21,798.69	229.6	206.0	90%
Springfield	Total	350	\$ 3,946.00	\$ 3,354.10	\$ 3,655.97	370.6	376.9	102%
<b>CABLE TOTAL</b>		<b>2484</b>	<b>\$ 91,616.18</b>	<b>\$ 77,873.75</b>	<b>\$ 84,882.39</b>			

## Missouri Coalition for Roadway Safety



P.O. Box 270  
Jefferson City, Missouri 65102  
800.800.2358  
Fax: 573.634.5977  
[www.saveMOLives.com](http://www.saveMOLives.com)

*For more information, contact William Whitfield at 573-751-5417 or Laura Holloway at 573-751-5414.*

April 30, 2007 – For immediate release

### ***“Buckle Up in Your Truck”*** ***Regional Campaign to Increase Safety Belt Use***

**Jefferson City, Mo.** – Too many pickup drivers still don’t get it. They don’t buckle up in their trucks. For that reason, they are more likely to die in a crash. Eighty-five percent of the people who died in pickup truck crashes last year were not wearing their safety belts.

The Missouri Coalition for Roadway Safety is joining forces with the National Highway Traffic Safety Administration and other state and local law enforcement and highway safety partners from Missouri, Kansas, Iowa and Nebraska to launch an aggressive public awareness and enforcement initiative called *Buckle Up In Your Truck*. The campaign includes television and radio promotion in areas where fatalities are most prevalent.

“Pickup truck drivers and their passengers need to understand if they are not buckled up in a crash they are much more likely to die,” said Leanna Depue, chair of the coalition’s executive committee. “Many lives could be saved if the drivers and passengers would simply buckle up.”

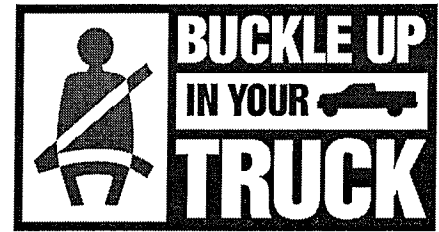
In May, Missouri will focus on increasing safety belt use among pickup truck occupants. Local law enforcement agencies across the state will be looking for people who are not buckled up. If you are pulled over for a traffic offense and are not wearing your seat belt, you will likely get a ticket.

“Our goal is to save more lives,” Depue said. “That means focusing our efforts on those who are at greatest risk.”

The campaign immediately precedes the national *Click It or Ticket* campaign, which involves education and enforcement of safety belt use for occupants of all motor vehicles. Enforcement mobilization runs May 21 to June 3, 2007.

###

FOR IMMEDIATE RELEASE: April 25, 2006  
CONTACT: Ginny Vineyard 816.456.5302



(SATELLITE COORDINATE INFORMATION TO  
COME)

**Kansas, Missouri Launch "Buckle Up in Your Truck"  
Enforcement Blitz to Save Lives**

*Most of Those Killed in Pickup Truck Crashes  
Kansas and Missouri Were Not Wearing Their Safety Belts*

**KANSAS CITY, MO** – Pickup truck drivers and their passengers are among the least likely American motorists to regularly wear their safety belts, according to data from the National Highway Traffic Safety Administration (NHTSA). That's why law enforcement agencies in Kansas and Missouri have joined forces with NHTSA to launch a high visibility enforcement/education initiative called "Buckle Up in Your Truck".

With an eye toward convincing pickup truck drivers and their passengers to always buckle up, the "Buckle Up in Your Truck" effort includes stepped up enforcement of safety belt laws and outreach activities including television and radio promotion in areas where pickup truck fatalities have been most prevalent. The enforcement effort will run May 7 – 13 and immediately precedes the intensive *Click It or Ticket* national safety belt enforcement mobilization set for May 22 to June 4, 2006.

"If we stop you for a traffic offense, and you're not buckled up, you will get a ticket", said Colonel William Seck, Kansas Highway Patrol and Colonel Roger D. Stottlemeyer, Missouri State Highway Patrol, in a joint statement. "Our goal is to save lives. That means focusing our efforts on those who aren't buckled up – those at greatest risk of injury or death."

In 2004, of the 84 occupants killed in pick-up truck crashes in Kansas, 78.6 percent were not wearing their safety belts at the time of the crash. In Missouri for the same period, 77.2 percent of the 142 pickup truck occupants killed in crashes were not properly restrained.

Across the nation drivers and passengers in pickup trucks have much lower safety belt usage rates than the occupants of all other vehicles. In 2005, the observed safety belt use rate in pickup trucks was only 73 percent compared to 83 percent in passenger cars and 85 percent in vans and SUVs. Safety belt use in the Nation's rural areas consistently trails the national average.

"The simple step of buckling up is the single best defense against ejection and will increase your odds of survival in light trucks by as much as 80 percent in the event of a rollover crash," said Romell Cooks, Regional Administrator, NHTSA Central Region. "That's one big reason why it is always important for anyone driving or riding in a pickup truck to always be buckled up."

While rollovers can occur in any kind of passenger vehicle, pickup trucks are twice as likely to rollover as cars, because they have a higher center of gravity. Moreover, the ejection rate for occupants of light trucks in a crash is nearly double the rate for vehicle occupants, mostly due to the lack of safety belt use. Roughly 29 percent of the pickup truck vehicles in the Central U.S. were involved in a rollover crash.

For more information about the value of always wearing your safety belt, please visit [www.buckleupamerica.org](http://www.buckleupamerica.org) or [www.centralregionproject.org](http://www.centralregionproject.org). For driving tips on how to avoid rollover crashes and injuries, please visit the web at [www.safercar.gov](http://www.safercar.gov).

###

# News Release

For Release:

For more information contact:

## Local Law Enforcement Push Pickup Truck Drivers to Buckle Up

(Name of City or County, State) – Pickup Drivers, Buckle Up to Arrive Alive!

The (Name of Agency) will be looking for pickup truck drivers who aren't buckled up May 6-12. The enforcement effort is an important part of the ***Buckle Up in Your Truck*** campaign, designed to reduce injuries and deaths from pickup truck crashes in Missouri.

"Too many pickup truck drivers and their passengers are getting killed in crashes. We want to make sure they are buckled up – every trip, every time," says (Local Law Enforcement Leader).

*Buckle Up in Your Truck* is an aggressive public awareness initiative to increase safety belt use among occupants of pickup trucks. In 2005, 223 people were killed in crashes involving pickup trucks. Of those killed, 81 percent were not wearing a seat belt.

For more information about how your seat belt can help you Arrive Alive, please visit [www.buckleupamerica.org](http://www.buckleupamerica.org) or [www.saveMOlives.com](http://www.saveMOlives.com).

###

**MISSOURI COALITION FOR ROADWAY SAFETY**

**"Pickups – Strapped in" - REVISED**

**:30**

**FEMALE:**

I have a question for all you guys out there.

Why is it that I see you haulin' all kinds of stuff in your trucks...lumber, ATV's, furniture...and everything is strapped down tight...except you?

Come on fellas...you are just as important as your buddy's blue plaid sofa.

Buckle up.

**ANNOUNCER:**

Pickups rock...they also roll. Buckle up in your truck and ARRIVE ALIVE..

Paid for by the Missouri Coalition for Roadway Safety.

## Buckle Up in Your Truck Action Plan

### Objectives:

- Increase awareness of pickup truck seat belt campaign. Increase seat belt usage among pickup truck drivers and decrease injuries and deaths.

Project	Elements	Deadline	Contact	Status
Media Buy	Discuss w/ True Media KS will buy radio for MO MO will buy tv for KS	March 30	Laura/Sandy	Done
Get District CR staff to attend trainings for law enforcement	Contact all districts	March	Laura	Done
Send notes from Don encouraging districts to have PUT events	Write notes for Don	March	Laura	-Done
Help coordinate kickoff event	May 1 in KC – working with Ginny Vineyard and Susan Decourcy Ginny will set up feed for tv stations District 4 will secure a speaker (Steve Porter)	Speakers and materials for kit to Ginny by April 16	Sandy/Laura  Who will attend?	In progress
Hang Tags w/ BUIT message	Get copy for tags to Ginny Get # needed to print Figure out how they'll be distributed (MADA)	April 16	Sandy/Laura/Bill	In progress
Put BUIT message on the website – as well at	Talk to Matt about getting it on MoDOT site and	April 30 launch date	Laura/Sandy	

spots and other materials	Cheryl about savemolives			
Prepare shell releases to be sent out from law enforcement	Release to be sent out with kits to LE	Done	Laura	done
Statewide release	Use last year's release with updated figures and quotes	April 26 for distribtion	Laura/Sandy	
Secure creative that will be used with campaign	Tag spots with appropriate MO info. Radio Television Other: Be sure to send radio to KS Television static screens (ask Jack about these)			
Send note to the districts with all info on campaign	Include talking points and news release – Also encouragement to follow up with law enforcement			

Ginny Vineyard  
816-456-5302  
[gvine@swbell.net](mailto:gvine@swbell.net)



## **Buckle Up in Your Truck**

2007

### **Paid Media** -- \$183,093.85

Radio --	\$53,231.87
Cable --	\$86,312.77
Broadcast --	\$43,549.21
<b>Total</b>	<b>\$183,093.85</b>

The paid media was all from federal highway safety funds. \$150,000 had originally been designated toward paid media, but the additional amount was pulled from the Click It or Ticket paid media grant. (Click It or Ticket was then subsidized with additional funds from Missouri Coalition for Roadway Safety)

### **Earned Media** –

**Statewide** Press Conference with video press release sent statewide on May 2 in Kansas City. A rollover demonstrator was brought by law enforcement with several demonstrations given to media that were present.

A **statewide** press release was sent out, resulting in at least four radio interviews, a television interview in central Missouri and newspaper coverage. Additional coverage may have been handled local level.

Talking points and ad materials were posted on saveMOlives.com for partners to use in local earned media. Giveaways were provided, including key chains, Arrive Alive bracelets, Arrive Alive t-shirts and posters. Posters with the message "Pickups rock. They also roll" were mailed to each local region for local activities. Hangtags were provided to pickup truck dealerships statewide.

Press conferences:	1
Events:	21
Radio interviews:	9
Television:	2
Newspaper Clippings:	10

### **Outreach**

Multiple partners were involved in this effort. MoDOT partnered with Missouri Coalition for Roadway Safety members, law enforcement, truck dealerships, local schools and local media to promote the campaign.

MoDOT partnered with the Missouri Automobile Dealership Association to distribute Buckle Up in Your Truck hangtags to dealerships **statewide**. A space was left on each hangtag for the individual dealership to add their contact information or message.

In the **Northwest**, members of the Missouri Coalition for Roadway Safety participated in a program to encourage seat belt awareness, particularly those driving pickups. Local law enforcement set up seat belt checks near local high schools. Those wearing their belt received a coupon to a participating local restaurant or fast-food restaurant. Those who were unbelted received educational materials and a "dum-dum" sucker. These activities took place in **Maryville, Bethany, Cameron and St. Joseph**.

In **Kirksville**, an event was held at Jim Robertson Chevrolet to involve and educate patrons. Radio spots on three stations encouraged people to stop by the dealership if they were buckled up in their truck to receive a free Pepsi, t-shirt, and other giveaways. The display at the dealership included a wrecked vehicle, Arrive Alive banner, posters, and a laptop running the television spots. A television interview on KTVO was generated from the event, as well as two radio interviews and newspaper coverage.

In **Central Missouri**, a series of displays at local events brought attention to the importance of buckling up:

- April 21, 2007 – Crashed truck display at Dogwood Festival Parade, **Lake of the Ozarks**
- April 28, 2007 – Crashed truck display at Safe Kids Day, **Columbia**
- May 3, 2007 – Crashed truck display at safety fair in **Camdenton**
- May 1&2, 2007 – Buckle Up in Your Truck displays at Route 63 public meetings in **Westphalia** and **Vienna** (400 attending)
- June 1-5, 2007 – Crashed Truck display at Missouri Employers Mutual Work Safe Week, **Columbia**
- June 7, 2007 – Crashed truck display at Cole County Farm Safety Day, **Jefferson City** (200 attending)

In the **St. Louis** area, the Missouri Department of Transportation teamed up with a local radio station (WARH), local law enforcement and fire departments to run a display at the grand opening for a new Cabela's, a sports store catering to the campaign's target market. At the event, giveaways included state maps, construction brochures, Buckle Up In Your Truck information, safety belts, Arrive Alive bracelets, pens, magnets and key chains. Arrive Alive t-shirts were given away as prizes to those participating in games the radio station created.

In addition to the event, WARH did live promotions for four days discussing the importance of the Buckle Up in Your Truck campaign, as well as discussing the enforcement effort during traffic reports.

The **St. Louis** area also used MoDOT message boards throughout the campaign with a Buckle Up in Your Truck message.

In **Southwest Missouri**, community relations staff of MoDOT participated in two weekly radio programs to discuss the campaign. – 1450 AM and 1420 AM. They purchased

additional Spanish-language advertising in **Lawrence County**, using ads from the [www.centralregionproject.org](http://www.centralregionproject.org) Web site.

Posters were distributed at Safe Kids Day, with an attendance of approximately 200. In the **Springfield** area, many local law enforcement agencies were recruited to offer ridealongs to the media. The focus in the Springfield area was a month-long seatbelt awareness campaign, to cover both the Buckle Up in Your Truck and Click It or Ticket campaigns.

In the **South Central** area of Missouri, the rollover demonstrator was used at multiple events by the Missouri State Highway Patrol and MoDOT, including:

- May 2 at Mark Twain Elementary (**Rolla**)
- May 10 at Swedebourg K-6 (**Pulaski Co.**)
- **Belle** PTO Carnival on May 11
- May 19 Kids Fest! 2007 (**West Plains**)
- May 1-11 Demonstrations (**Van Buren, Doniphan, Ellsinore** Schools)
- May 4 Rollover Simulator at **Summersville** Elementary School's May Fest
- May 12 Willow Fest (**Willow Springs**)

May 19 -- Seat Belt Convincer at Kid's Fest, **West Plains**

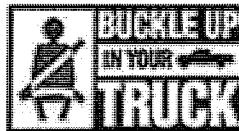
In **Southeast Missouri**, Buckle Up in Your Truck PSAs ran the month of April on KGIR AM, a station with a male demographic of 25+ years.

In addition, PSAs ran on six different radio stations April 23 – May 12 on the following stations:

- KEZS-102.9-K103 (Male/Female 30+ years)
- KGKS-93.9-KISS (Female 20-40 years)
- KLSC-92.9-The River (Male/Female 25+ years)
- KCGQ-99.3-Real Rock (Male/Female 20-49 years)
- KGIR-1220-ESPN AM (Male 25+ years)
- KZIM/KSIM-960/1220 AM (Male/Female 30+ years)

# Buckle Up in Your Truck

Media and Marketing Reporting Form  
2007



District \_\_\_\_\_

## Media:

### Radio

Number of interviews: \_\_\_\_\_

Specific stations or shows: \_\_\_\_\_

### Television

Number of interviews: \_\_\_\_\_

Specific stations or shows: \_\_\_\_\_

### Newspaper Coverage:

Number of clippings: \_\_\_\_\_

Specific publications: \_\_\_\_\_

## **Other:**

### Marketing / Events:

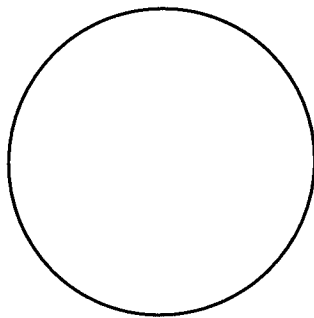
Event location and date: \_\_\_\_\_

Event description: \_\_\_\_\_

Approximate attendance: \_\_\_\_\_

Giveaways and campaign materials provided: \_\_\_\_\_

Comments: \_\_\_\_\_



**ARRIVE  
ALIVE**

**[www.saveMOLives.com](http://www.saveMOLives.com)**



# paper clips



*prepared by Public Information and Outreach, and Information Systems*

**Tuesday, May 1, 2007**

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**Missourinet**

## **MoDOT Wants Motorists To "Buckle Up in Your Truck"**

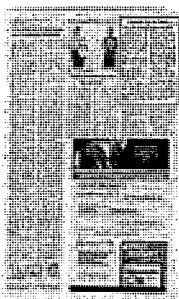
*Monday, April 30, 2007, 4:59 PM*

By **Laura McNamara**

The state Transportation department says one group of motorists struggles with clicking it more than the others: motorists in pick-up trucks. MoDOT's message is simple: if you don't buckle up, you are more likely to die. But, spokesman Bill Whitfield says just 60 percent of motorists in pick-ups buckle up versus the 80 percent of motorists in cars, suvs and vans. Whitfield adds that 85 percent of all people who died in pick-up truck crashes last year were not wearing a seatbelt. He says in an effort to encourage more motorists to buckle up, particularly motorists in pick-ups, the department is launching an aggressive enforcement initiative: Buckle Up in Your Truck. The initiative begins May 6th.



Unionville  
Republican  
Unionville, MO  
Circ. 1987  
From Page:  
14  
5/2/2007  
16195



## Buckle Up in Your Truck campaign begins 133

Jefferson City, Mo. – Too many pickup drivers still don't get it. They don't buckle up in their trucks. For that reason, they are more likely to die in a crash. Eighty-five percent of the people who died in pickup truck crashes last year were not wearing their safety belts.

The Missouri Coalition for Roadway Safety is joining forces with the National Highway Traffic Safety Administration and other state and local law enforcement and highway safety partners from Missouri, Kansas, Iowa and Nebraska to launch an aggressive public awareness and enforcement initiative called *Buckle Up In Your Truck*. The campaign includes television and radio promotion in areas where fatalities are most prevalent.

"Pickup truck drivers and their passengers need to understand if they are not buckled up in a crash they are much more likely to die,"

said Leanna Depue, chair of the coalition's executive committee. "Many lives could be saved if the drivers and passengers would simply buckle up."

In May, Missouri will focus on increasing safety belt use among pickup truck occupants. Local law enforcement agencies across the state will be looking for people in who are not buckled up. If you are pulled over for a traffic offense and are not wearing your seat belt, you will likely get a ticket.

"Our goal is to save more lives," Depue said. "That means focusing our efforts on those who are at greatest risk."

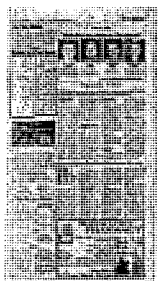
The campaign immediately precedes the national *Click It or Ticket* campaign, which involves education and enforcement of safety belt use for occupants of all motor vehicles. Enforcement mobilization runs May 21 to June 3, 2007.





Ripley

Prospect News  
Doniphan, MO  
Circ. 3743  
From Page:  
4  
5/23/2007  
18636



## 733 Buckle Up In Your Truck

Too many pickup drivers still don't get it. They don't buckle up in their trucks. For that reason, they are more likely to die in a crash. Eighty-five percent of the people who died in pickup truck crashes last year were not wearing their safety belts.

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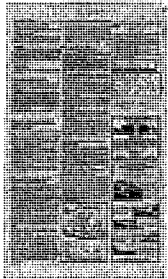
"Our goal is to save more lives," Depue said. "That means focusing our efforts on those who are at greatest risk."

The campaign immediately precedes the national Click It or Ticket campaign, which involves education and enforcement of safety belt use for occupants of all motor vehicles. Enforcement mobilization runs now through June 3.



Caldwell

Caldwell County  
News - Braymer  
Bee Edition  
Braymer, MO  
Circ. 985  
From Page:  
11  
5/24/2007  
16561



## <sup>133</sup> Pickup Truck Click It Or Ticket operation scheduled

Captain Johnnie B. Hoggatt, commanding officer of Troop H in St. Joseph, announces the results of a seven-day operation that targets seat belt usage in pickups. The program is designed to enforce traffic laws on roadways that pickups frequent and to enforce the Patrol's zero tolerance for seat belt and child restraint violations.

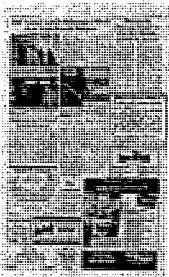
The totals of the operation are as follows, 45 traffic offenses, two driving while intoxicated arrests, 13 seat belt violations, and 74 warnings.

"Vehicle manufactures have several embedded safety devices to absorb the killing energy that is produced in a crash; however, these systems are all built to supplement the safety belt. Without the use of the seat belt, a motorist is placing themselves in a dangerous situation," stated Captain Hoggatt. ☺



Cass

Cass County  
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## Buckle Up to Avoid a <sup>133</sup> Ticket and Arrive Alive

Nearly one in four Missourians still fail to regularly wear their safety belts when driving or riding in a motor vehicle.

Among those least likely to buckle up: young males, pickup truck drivers and their passengers, people who live in rural areas, and nighttime drivers.

Harrisonville Police Department announced today they are joining with law enforcement May 21 – June 3 for an aggressive national “Click It or Ticket” mobilization to crack down on Missouri’s safety belt law violators and to reduce highway fatalities.

Failure to regularly wear a safety belt can be deadly. In 2005, a driver in a Missouri traffic crash has a 1 in 32 chance of being killed if they were not wearing a seat belt. In cases where the driver wore a seat belt, their chance of being killed was 1 in 1,017.

“Safety belts clearly save lives. But unfortunately too many folks still need a tough reminder, so we are going to be out in force buckling down on those who are not buckled up.” Said Lt. Doug Catron. “Unless you want to risk a ticket, or worse – your life, you need to remember to ‘Click It or Ticket’ day and night, and Arrive Alive.”

Lt. Doug Catron said regular safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. When worn correctly, safety belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs and mini-vans.

For more information on the national “Click It or Ticket” mobilization, please visit [www.buckleupamerica.org](http://www.buckleupamerica.org).

## ENGINEERING SERVICES & DATA COLLECTION

The most effective traffic safety program includes three component parts: 1) Enforcement; 2) Education; and 3) Engineering. This program area identifies engineering issues and incorporates them into a comprehensive countermeasure effort. In addition, data collection supplements these components—without the timely collection of statistics, none of the countermeasures would be complete.

### BENCHMARKS

Established	Result
Production of the annual Traffic Safety Compendium in a timely fashion for easy use by traffic safety advocates, law enforcement agencies, media, and the general public	The Compendium was compiled by the Missouri State Highway Patrol Statistical Analysis Center, and was produced and distributed in August of 2007. In addition, to the Compendium other reports compiled were: Holiday Accident Report, Missouri Emergency Service Vehicle Crashes, Analysis of Deer Involvement in Missouri Traffic Crashes, Occupants in Unenclosed Areas of Motor Vehicles, Fact Sheets for Crashes Involving Aggressive Driving, Alcohol, Commercial Motor Vehicles, Motorcycles, Younger Drivers, Older Drivers, Work Zones, Pedestrians, School Buses, Speed, Seat Belt Usage, and Child Restraint
Provide consultant assistance to local communities for traffic and bridge engineering	Bridge operational analysis services were provided to the following counties and cities: Randolph County, Callaway County, Ozark County, Dallas County, Andrew County, Caldwell County, City of Plattsburg, Morgan County, Ray County, Nodaway County, Putnam County, Franklin County, Livingston County, Osage County, and Clinton County.  Traffic engineering services were also provided statewide as needed.
Provide training for engineering professionals at workshops and the Annual Traffic Conference (attendance will be dependent upon conference costs based on location and travel constraints)	The Annual Traffic Safety Conference was held on May 10-11, 2007. Approximately 180 persons attended the conference and workshops. Workshops and training sessions were held on May 9, 2007, and offered 4 professional development hours for those attending.
Continue LETS software improvement and training	Laptop computers were purchased and delivered in December 2006. This upgrade allowed for wireless connections and a more efficient training facility for the LETS software. A training class was conducted in March with seven people being trained to use the software, who then returned to their agencies to train others.
Continually refine and enhance Missouri's data collection and analysis systems in order to produce tables and reports that provide standardized exposure data for use in developing traffic safety countermeasure programs	The Traffic Records Coordinating Committee developed a strategic plan using the recommendations from the latest assessment. Analytical and information services are provided the HSD to support implementation of countermeasure programs contained in the HSP or as specified by agency. Special analyses are conducted to identify and select applicants to participate in these programs, including PTS reports.

### Strategies

Identified	Implemented
Encode all accident reports into the STARS system, ensuring accuracy and efficiency, and provide equipment to support STARS maintenance	The total number of motor vehicle accident reports encoded into STARS for Oct 1 to Aug 31 was 151,627. There were 1,408 location specific, monthly, semi-annual, and annual traffic accident summaries distributed to police agencies. A total of nine STARS Accident/Classification Training sessions were presented to representatives from 83 police agencies. Highway Patrol personnel worked 1,345 overtime hours processing 35,982 accident reports.

	Approximately 655 coroner kits were purchased and distributed. The sum of \$55,952 was expended on contracted technical support for the STARS. An additional \$104,052 was expended on development, testing, and documentation of three web-based statistical reports for STARS.
Utilize statistics to produce the annual Traffic Safety Compendium to assist MoDOT's Highway Safety Division and local communities in developing problem identification	The latest publication of Missouri Traffic Safety Compendium and Missouri Traffic Crashes has been distributed, and is also available on-line. The compilations provide an array of statistics relating to Missouri's 2006 traffic crash experience.
Provide expertise and funding to assure communities are in compliance with uniform traffic codes and that the bridges within their jurisdictions are upgraded in terms of their safety	This was accomplished through the TEAP & BEAP projects funded through MoDOT.
Provide training to assure state and local engineers are kept abreast of current technology	This was accomplished through projects funded by contracting with MoDOT to support the Statewide Traffic Conference.
Train users on accessing and utilizing LETS system, log users into the system, and provide help desk through REJIS	Users continue to be trained on accessing and utilizing the LETS system.
Implement, where possible, recommendation of the Traffic Records Assessment team which will include establishing linkage capability with the Statewide Traffic Accident Reporting System in order to generate merged records for analytic purposes	Merged records are generated for analytic purposes. Recommendations are continually made and implemented by the Traffic Records Assessment Team.
Continue to serve on the Traffic Records committee and assist in the update of the Missouri Traffic Records Strategic Plan	A Highway Safety staff member continues to coordinate meetings and facilitate the Traffic Records Committee.
Implement recommendations of the 2006 Traffic Records Assessment into the statewide strategic plan (as required in Section 408 implementing guidelines)	The Traffic Records Coordinating Committee reviewed 408 guidelines and are proceeding with recommendations from the assessment.

# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

STARS Maintenance

**PROJECT NUMBER:**

07-RS-11-03

**PROGRAM AREA:**

Engineering

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

N/A

**AGENCY NAME:**

MO State Highway Patrol

**AGENCY CONTACT:**

Colonel James Keathley

**PROJECT DESCRIPTION:**

The Missouri State Highway Patrol strives to achieve the following objectives via this grant proposal:

1. Continue administering the STARS program and improve the timely collection and dissemination of traffic crash data by maintaining our current processing levels.
2. Make certain law enforcement agencies are forwarding accident reports to the statewide repository for inclusion into the STARS by performing annual reviews of each agency's accident count. Also, establish a dialogue with agencies who have failed to submit reports.
3. Enhance Missouri law enforcement officers knowledge of the STARS accident classification/reporting requirements by presenting at least one training seminar within approximately 100 miles (one way) of their jurisdiction. Also provide tutorial compact disks (CD's) on the STARS statistics Web application.
4. Make certain, within two weeks from the date of their request, statewide coroners and medical examiners are supplied with the instruments needed to collect a specimen from traffic fatality victims for testing of alcohol and/or drugs.
5. Provide contractual technical support in order to resolve any unexpected malfunctions that would negatively impact the STARS as well as implement necessary system enhancements.
6. Stay abreast of local, state, and national training seminars or information forums pertaining to traffic record issues, systems, programs, practices, etc. and if deemed beneficial, permit Traffic Division personnel to attend.

This project will entail personnel from the Highway Patrol, Traffic Division, processing and encoding information from approximately 180,000 accident reports into the STARS database. Unless an agency has specifically declined or they have access to the newly developed STARS statistics Web application noted earlier, summaries of traffic crashes will be produced and distributed to STARS contributing agencies for planning and management purposes. Agencies whose jurisdictional population is equivalent to 10,000 or more will receive a monthly summary

while agencies whose jurisdictional population is 2,500 to 9,999 will receive a semi-annual summary. All STARS contributing agencies will receive an annual summary of traffic crashes in their jurisdiction. Other various types of statistical ad hoc reports will be produced and distributed upon request.

The Traffic Division will combat the processing backlog of accident reports by Patrol personnel working overtime hours. Employees engaged in the overtime projects will scan and pre-code source documents, and encode information into STARS. The overtime compensation will be at a rate equivalent to time and one-half their regular salary and fringe benefits. During the past ten to eleven years, these projects have been instrumental in both preventing expansion of and decreasing the backlog. Should these measures prevent a processing backlog of crash reports, the Traffic Division will disseminate monthly summary reports one and one-half months after the crash report was submitted for inclusion into STARS. For instance, summaries of accident reports submitted in January would be processed in February and summary reports disseminated in mid-March.

The Traffic Division will mail a reminder to Missouri law enforcement agencies authorized by statute to investigate motor vehicle crashes that 2006 traffic accident reports must be submitted to the statewide repository by January 15, 2007. Once all submitted 2006 accident reports have been processed, division personnel will review statistics on the number of reports encoded into STARS for each agency and compare the 2006 total to the previous three year average. Those agencies who failed to submit accident reports, or experienced a significant reduction in accident reporting, will be contacted via correspondence and/or telephone.

Personnel from the Traffic Division and Commercial Vehicle Enforcement Division will conduct at least one STARS accident classification/report training seminar at each of the Highway Patrol's nine troop headquarters. The training will be offered to law enforcement personnel who investigate motor vehicle accidents and/or review accident reports. A computer consulting firm will be contracted to develop a tutorial CD for the STARS statistics Web application. Copies of the tutorial CD will be disseminated by Traffic Division personnel to users or potential users upon request.

The demand for supplies used by Missouri coroners and medical examiners to obtain specimens from traffic fatality victims will be met by purchasing approximately 1,175 kits consisting of a vial, syringe, tube, etc. These kits will be disseminated by Traffic Division FARS analysts.

In an effort to remedy any malfunctions with the STARS, the Highway Patrol, Information Systems Division and Traffic Division, will secure contractual technical support. Contractual technical support will also be secured to develop tutorial CD's for local law enforcement agencies and other approved users to receive instruction on the Web based STARS statistics application. The Traffic Division will duplicate the CD and mail them to the requesting party.

In order to stay up-to-date on the latest trends in traffic records technology, programs, practices, etc., a representative(s) from the Traffic Division will attend the annual International Forum on Traffic Records and Highway Information Systems hosted by the National Safety Council, as well as other seminars or meetings related to these topics.

#### **PROBLEM IDENTIFICATION:**

The Missouri State Highway Patrol has served as the statewide repository of traffic accident records for the past thirty-two years. Personnel from the Highway Patrol, Traffic Division, encode

information from crash reports into the STARS database. In an effort to support various traffic safety functions, summaries of traffic crash activities are produced from STARS and distributed to various agencies either monthly, semi-annually, or annually depending on the agency's jurisdictional population. Copies of the STARS database and various ad hoc statistical reports are also produced for a host of local, state, and federal government agencies as well as private entities.

The Highway Patrol, Statistical Analysis Center, in conjunction with the University of Missouri-St. Louis, developed a Computer Manpower Allocation Plan for the Traffic Division in 1999. The plan identified the need for two additional full-time employees (FTE's) in order to process projected increases in work load levels as well as eliminate the need for overtime to process accident reports. Budget decision items for two FTE's have been submitted numerous times since the completion of the study, but none have been approved. Additionally, on January 1, 2002, a newly revised Missouri Uniform Accident Report was implemented. Not only did the format of the report change, several new data elements were added some of which were federally mandated. These factors have contributed to a one to one and one-half month accident report processing backlog. Resources such as overtime, coupled with temporary employees who are paid from the Patrol's highway fund appropriation, have prevented the expansion of the processing backlog and will be needed to maintain our current document processing levels.

Uniformity in recording and reporting traffic accident data is vital to a successful STARS program. This is accomplished in part by law enforcement agencies throughout the State authorized to investigate motor vehicle crashes utilizing the Missouri Uniform Accident Report and related documents. Other measures aimed at enhancing uniformity and consistency include ongoing training of Missouri law enforcement personnel on motor vehicle accident classification and reporting.

Implementation of the new accident report also required re-engineering of STARS. In January 2002, STARS was integrated with the Missouri Department of Transportation, Transportation Management System (TMS). The merger allowed STARS to utilize state-of-the-art technology (COOL:Gen) while at the same time avoid the duplication of crash data systems and save Missouri taxpayers money. A Memorandum of Understanding (MOU) between the Highway Patrol and Missouri Department of Transportation (MoDOT) clearly stipulates that MoDOT will be responsible for costs associated with TMS and the Highway Patrol responsible for STARS costs. Due to the lack of Highway Patrol technical personnel familiar with the re-engineered STARS, contractual technical support will be needed for system maintenance, especially as unexpected problems arise and enhancements are necessary. Looking to the future, the Highway Patrol has completed a computer application to allow electronic reporting of traffic accident data. Currently, the Patrol has trained instructors in all nine of its troops with full implementing expected by the July to August 2006 time frame. Once this is completed, the application will be offered to statewide local law enforcement agencies as well. The Patrol's Traffic Division and Information System Division have contracted a computer consulting firm to develop a Web-based application that will allow local law enforcement agencies to glean statistics and data from STARS on local crashes in their jurisdiction. It also will allow the Traffic Division and Information Systems Division to run TRACE reports and SAS jobs via WebFOCUS. At the present time we are in the business analysis and design phase of this project with actual application development expected with federal FY-07 grant funding. Once the application is placed into production, users will require instruction.

The Fatality Analysis Reporting System (FARS) is responsible for gleaning and processing



specific data on the nation's fatal traffic crashes. This data is submitted for analysis to the National Highway Traffic Safety Administration (NHTSA) in Washington, D.C. Since a considerable amount of FARS information is obtained from traffic accident reports, Missouri's FARS analysts are housed within the Traffic Division. One of the data elements collected by FARS that is of significant importance is blood alcohol content (BAC) level of persons involved in fatal crashes. To enhance BAC reporting, the Traffic Division supplies Missouri coroners and medical examiners with the necessary instruments (vials, syringes, needles, etc.) to collect specimens from traffic fatality victims for alcohol or drug testing. The results from these tests are then forwarded to the Patrol and encoded into the FARS.

Current state budget constraints have greatly limited business travel. However, it is vital representatives from the Traffic Division attend various traffic record forums or seminars in an effort to stay abreast of the ever changing technology, practices, and standards used in today's traffic record systems.

### **GOALS AND OBJECTIVES:**

#### **Goal #1:**

The Missouri State Highway Patrol will maintain the Statewide Traffic Accident Reporting System (STARS), which is the State's repository for all traffic crashes. This will include entering all records into STARS and providing quality control over those records. This will also include maintaining and enhancing STARS where possible.

#### **Objective:**

The STARS records provide opportunity to analyze traffic data in order to focus traffic safety initiatives.

#### **Goal #2:**

Provide coroner kits to collect specimens.

#### **Objective:**

Providing the coroner kits increases the chance that medical examiners will collect and provide specimens.

### **RESULTS:**

1. The total number of motor vehicle accident reports encoded into STARS for Oct 1 to Aug 31 was 151,627.
2. There were 1,408 location specific, monthly, semi-annual, and annual traffic accident summaries distributed to police agencies.
3. A total of nine STARS Accident/Classification Training sessions were presented to representatives from 83 police agencies.
4. Highway Patrol personnel worked 1,345 overtime hours processing 35,982 accident reports.
5. A total of 1,000 coroner kits were purchased for coroners. Approximately 655 kits were distributed.
6. The sum of \$55,952 was expended on contracted technical support for the STARS. An additional \$104,052 was expended on development, testing, and documentation of three web-based statistical reports for STARS.
7. Two personnel attended the 33rd International Traffic Records Forum in St. Louis, Missouri.

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### **FUNDING:**

402 : \$282,573.00

**HS CONTACT:**

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573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Statistical Analysis Ctr

**PROJECT NUMBER:**

07-RS-11-04

**PROGRAM AREA:**

Engineering

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:****AGENCY NAME:**

MO State Highway Patrol

**AGENCY CONTACT:**

Colonel James Keathley

**PROJECT DESCRIPTION:**

This project is aimed at providing necessary research, data analysis, statistical programming, and technical resources to support the information services requirements of the HSD as well as other Missouri state and local traffic safety authorities. The SAC will work with the HSD in order to complete the following specific work tasks.

1. Highway Safety Plan Development: SAC will provide analytical and information services to the HSD in development of their annual Highway Safety Plan (HSP). SAC also will develop and publish the 2005 Traffic Safety Compendium which is specifically designed to identify the scope, magnitude, and severity of the traffic crash problem in Missouri. Special research studies will be conducted to identify specific types of traffic safety problems or evaluate policies and programs being considered for adoption in the HSD annual plan.
2. Highway Safety Program Implementation and Evaluation: SAC will provide analytical and information services to the HSD to support implementation of countermeasure programs contained in the HSP or as specified by the agency. Special analyses will be conducted in identifying and selecting applicants wishing to participate in these programs, especially Police Traffic Services (PTS) programs. Research and information services will be provided to DHS in support of its responsibilities designed to promote traffic safety in Missouri
3. State and Local Information and Research Service Support: SAC will provide research and analytical information services to state and local traffic authorities. SAC will publish the following annual standard publications for general dissemination to Missouri traffic safety authorities: 2005 Missouri Holiday Crashes Report; 2005 Missouri Emergency Service Vehicle Crashes Report; and 2005 Missouri Deer Crash Report
4. Highway Engineering Accident Location Analysis Support: Operational support for the Highway Engineering Location Analysis Program will be provided utilizing the Statewide Traffic Accident Records System (STARS) databases to produce printouts displaying traffic crash experience at specific locations within a city or county.
5. STARS / TMS and Other System / Interface Maintenance: SAC will provide operational support for the STARS and its integration with MoDOT's Traffic Management System (TMS) as

well as support to the Traffic Arrest / DWI Tracking System (TAS/DWITS). SAC will assist in making corrections / enhancements to these systems and databases in order to improve the completeness and accuracy of the information contained in them. SAC will conduct extensive quality control analyses of data in these systems to ensure their accuracy and integrity by identifying data deficiencies and problems. SAC will provide staff assistance to the Missouri Traffic Records Committee that was initiated to act as an advisory body to the Missouri State Highway Patrol for upgrading and maintaining STARS. SAC also will provide staff assistance to the STARS / TMS Advisory Committee that is tasked with monitoring integration of STARS and TMS. Members of SAC will attend the annual National Traffic Records Forum to keep abreast of new technologies and studies related to traffic safety and will attend SAS Users Group regional and national conferences to increase their knowledge and expertise in SAS programming language, the standard software used in SAC's statistical analysis programs.

#### **PROBLEM IDENTIFICATION:**

The Missouri Department of Transportation, Highway Safety Division (HSD) is tasked with coordinating the State's traffic safety program. A significant responsibility of HSD is to conduct a statewide problem analysis that identifies traffic program deficiencies and contributing factors to frequency and severity of Missouri traffic crash experience. HSD, working with other traffic safety authorities, can develop new or improve existing countermeasure policies and programs to reduce crashes resulting from these identified deficiencies and factors. The annual report entitled Missouri Highway Safety Plan (HSP) documents results of the statewide problem analysis conducted by HSD.

In order to develop an effective data-driven Highway Safety Plan for the State of Missouri, HSD requires research services and statistical support outside of the Division. Several factors must be considered to support traffic safety information and research services for HSD as well as other State and local traffic safety authorities. The lack of technical expertise of many traffic safety authorities precludes them from conducting in-depth research and data analysis. Analyses and research services should be designed to provide relevant interpretations and conclusions to traffic safety authorities by addressing their level of expertise. It also must be realized that traffic safety information and research is limited. Because required analytical data resides in databases maintained by various agencies, assistance to traffic safety authorities may be required to link traffic safety data across computer platforms and information systems.

The Statistical Analysis Center (SAC), an integral part of the Missouri State Highway Patrol, Information Systems Division, operates as an analytical and statistical resource center for the executive branches of government at both State and local levels. The SAC not only provides traffic safety information and research services but also is tasked with technical support to the Statewide Traffic Accident Reporting System (STARS) and providing similar types of services in the area of criminal justice and technical support to associated systems such as Uniform Crime Reporting (UCR) System, Missouri Incident Based Reporting System (MIBRS), and the Traffic Arrest / DWI Tracking System (TAS/DWTIS). The fiscal and personnel resource demands on the SAC are extremely heavy. With adequate funding maintenance, the SAC can provide DHS with information and research support services to complete the tasks needed to assure Missouri's Highway Safety Plan is data driven and can be properly evaluated.

#### **GOALS AND OBJECTIVES:**

Goal #1:

The Statistical Analysis Center will provide Highway Safety with an annual Traffic Safety Compendium.

**Objective:**

Traffic safety partners will have access to data collected through the Statewide Traffic Accident Reporting System for analysis and use.

**Goal #2:**

The Statistical Analysis Center will provide Highway Safety with special analyses.

**Objective:**

Highway Safety will use this data to focus on high crash locations throughout the State.

**Goal #3:**

The Statistical Analysis Center will provide local law enforcement agencies data on high crash locations within their jurisdiction.

**Objective:**

Local law enforcement will be able to focus efforts in the worst crash areas.

**RESULTS:**

The following summarizes significant achievements associated with the 2007 grant, " Highway Safety Division Data Processing" (Contract No. 07-RS-11-04). The activities described in the following sections were undertaken between October 1, 2006 and September 30, 2007 by staff of the Missouri State Highway Patrol (MSHP), Information Systems Division (IS-D) Statistical Analysis Center (SAC).

1. Highway Safety Plan Development - Assistance is provided to the Missouri Department of Transportation, Highway Safety Division (HSD) in development and implementation of the Missouri Highway Safety Plan (HSP). The work includes conducting analyses to support 2006 / 2007 HSP planning through development of the Traffic Safety Compendium. Reports completed during this grant period include:

- 2006 Missouri Traffic Safety Compendium.
- 2006 Holiday Accident Report.
- 2006 Missouri Emergency Service Vehicle Crashes.
- 2006 Analysis of Deer Involvement in Missouri Traffic Crashes
- 2006 Occupants in Unenclosed Areas of Motor Vehicles
- 2006 Fact Sheets for Crashes Involving Aggressive Driving, Alcohol, Commercial Motor Vehicles, Motorcycles, Younger Drivers, Older drivers, Work Zones, Pedestrians, School Buses, Speed, Seat Belt Usage, and Child Restraint

2. Highway Safety Program Implementation and Evaluation - Analytical and information services are provided to the HSD to support implementation of countermeasure programs contained in the HSP or as specified by the agency. Special analyses are conducted to identify and select applicants to participate in these programs, including Police Traffic Services (PTS) reports.

- Tables were generated displaying all persons, drivers, and passengers killed and injured in motorcycle crashes in Jackson, Clay, Cass, and Platte counties in Kansas City by personal injury severity, county, and year. Time period included: 2005 YTD 2006.

- In order to develop and justify HSD grant applications, Police Traffic Service (PTS) analyses were completed for the following police departments and sheriff's offices: Jasper County, Barry County, Jefferson City, St. John, Overland, DeSoto, Cottleville, Eureka, Hannibal, Union, Byrnes Mill, West Plains, Howell County, Ozark, Lake St. Louis, Cole County, Missouri State Highway Patrol, Boone County, Jackson County, Barton County, Greene County, Lee's Summit, Jefferson County, Warrenton, Kansas City, Richmond Heights, Riverside, Woodson Terrace, Joplin, Christian County, Diamond, Granby, McDonald County, Herculaneum, Maryland Heights, Richmond Heights, Platte City, Newton County, Raytown, Cape Girardeau County, Ozark County, Bridgeton, Gladstone, Oronogo, Stone County, Webster Groves, Cass County, Kansas City, Scott County, Crystal City, Nixa, St. Louis City, Cape Girardeau City, and Pevely. Analyses focused on three years of prior traffic crash experience where agencies provided traffic enforcement and / or crash investigation services. The reports identified high crash time periods, causation factors, and roadways where crashes occurred. Traffic Report of Accidents for Countermeasure Establishment (TRACE) reports also were provided to each applicant.

3. State and Local Information and Research Service Support - Research and analytical information services are provided to state and local traffic enforcement. Several standard reports are produced for general dissemination and include Missouri Holiday Crash Report, Missouri Emergency Service Vehicle Crashes Report, and Missouri Deer Crash Report.

4. Highway Engineering Accident Location Analysis Support - Operational support is provided to analyze traffic crashes at specific locations within cities or counties. Efforts in this area are provided for areas throughout the State.

5. STARS / TMS and Other System / Interface Maintenance - Operational support is provided to the STARS and its integration with TMS. SAC assists with making corrections and enhancements to these systems to improve the completeness and accuracy of stored information. The following quality control analysis and system support functions were provided under this task.

- SAC assisted the MSHP, TFD with several contractual fixes to the STARS / TMS including, but not limited to:

1. An update to passenger information, property damage names added to searches;
2. Fix of a contributing circumstance bug;
3. Addition of damaged property owner search;
4. A logic change to handle multiple data auto-entries;
5. Modifications to vehicle id, GVWR, and bus fields;
6. Add ability to demand an extract of driver's license class to Safetynet;
7. Fix to update passenger information;
8. Rewrite of damaged property owner search;
9. Logic change to handle multiple auto-entry runs

- SAC assisted the MSHP, TFD with writing a statement of work and initial planning of contractual development of an electronic interface between local law enforcement record management systems and STARS / TMS. SAC developed a project plan and assisted with selection of contractor for this effort. Once the contract was let, SAC staff provided technical support and assistance with documents describing vendor auto-entry functionality, data specifications, and specifications testing. The final stages of testing are currently in progress and final versions of documentation will be released soon.

SAC accompanied MSHP, TFD staff to the offices of Regis to discuss their development of a electronic interface between LETS and STARS. SAC has assisted Regis with this development by providing data specifications and vendor requirements as well as technical support as needed.

- A Webfocus modification was requested to add crash severity to the Patrol's Accident Dissemination Report/ Drinking Involved in its managed reporting environment (MRE). Modification was tested and implemented to MSHP MRE.
- A computer program change was made to load registration database locally. The modification was provided to MSHP, Traffic Division.
- A set of SAS programming guidebooks were purchased with grant funds to update the current reference library maintained by SAC.
- SAC assisted the MSHP, TFD, with a contractual project to develop Webfocus reports that will be available online for law enforcement to run statistical reports directly against the STARS / TMS database. SAC served as the project manager and oversaw completion of a requirements review, development of crash summary (800 Series) reports, crash involvement reports (ad hoc), PTS grant reports, and design of input parameter screens. SAC staff also assisted with testing of these reports and conducted quality control SAS analyses to ensure accuracy of the developed reports. These reports have been completed and will be moved to production shortly. SAC also assisted MSHP, TFD with contractual development of a fourth Webfocus component that will provide law enforcement the ability to run electronic TRACE reports. These reports have been developed and are in the final stages of testing. SAC also assisted with development of an online help document that will be provided with the online STARS reports.

One remaining task to be completed before all four online report types can be implemented is the modification of the DWITS registration page to a STARS Online Report registration page. This modification is in progress. Once the reports are implemented, SAC staff will train MSHP, TFD staff on executing TRACE reports via the online reporter.

- SAC staff developed an online registration form for 2007 STARS regional training.
- SAC staff attended several Traffic Records Coordinating Committee meetings during this evaluation period. This committee is charged with identifying needs and improvements for traffic records systems in Missouri.
- Two SAC staff attended the 2007 International Traffic Records Forum in St. Louis, Missouri in July. One SAC staff gave a presentation of the DWI Tracking System at the Forum.

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**FUNDING:**

402 : \$11,000.00

**HS CONTACT:**

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573-751-4161



# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Traffic Records

**PROJECT NUMBER:**

07-K9-04-07

**PROGRAM AREA:**

Data Program Incentive

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Local Law Enforcement Statewide

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

This project will web enable the existing TRACE reports in order for the Traffic Division to generate them for users. Depending on the size of the report, the Traffic Division will attempt to email it to the requesting party. If this endeavor is successful, consideration will be given to allow approved local law enforcement agencies to use the web-enabled application as well.

The following are project milestones:

Requirements review..... March 2007

TRACE reports programs..... April 2007

Dissemination processing and system security..... May 2007

Parallel test and bug fix..... May - July 2007

Development and dissemination of training materials..... July 2007

Documentation..... July 2007

**PROBLEM IDENTIFICATION:**

The Statewide Traffic Accident Records System (STARS) serves as the repository for statewide motor vehicle traffic crash data. Crash data reaches the STARS by personnel from the MSHP, Traffic Division, encoding it from local agency's accident reports, or electronically from the field for crashes investigated by the MSHP. In an effort to support various traffic safety functions, summaries of traffic crash activities are produced from the STARS and distributed to STARS contributing agencies either monthly, semi-annually, or annually, depending on their jurisdictional population. Various ad hoc statistical reports are also produced for a myriad of local, state, and federal governmental agencies and private entities one of which includes Traffic Report of Accidents for Countermeasure Establishment (TRACE) reports. TRACE reports provide a listing of crashes by location for specified date parameters as well as other related information pertaining to person, accident, driver, and vehicle levels. Currently, these printed reports are produced by the Highway Patrol's Statistical Analysis Center and can contain numerous volumes. On average, it

takes approximately 10 days for a TRACE report to reach the requesting party.

**GOALS AND OBJECTIVES:**

Performance Measure	2006	2007	2008	2009
Approximate number of days before a TRACE report reaches the user .	10	5	3	2

**RESULTS:**

In February a statement of work was prepared on the on the web-based TRACE reports project. The Missouri Department of Transportation completed a price agreement quote and purchase order for this project since state spending authority falls under their umbrella. By May, 2007 computer consultants had started the business analysis or requirements review for this project that was scheduled to begin in March. The delay was due to the two-month turn around time to secure a purchase order through the Missouri Department of Transportation before the computer consultants could begin work. The remainder of this project will be completed in an FY 2008 project.

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**FUNDING:**

408 : \$115,000.00

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Jefferson City, MO 65102  
573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Traffic Records

**PROJECT NUMBER:**

07-K9-04-06

**PROGRAM AREA:**

Data Program Incentive

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:****AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

This project will entail enhancement and acceleration of the Department of Transportation's current program to create a base map for all Missouri roads. Particular emphasis will be placed on local (off-system) roads, as was recommended by the state's recent Traffic Records Assessment. The project will include hiring temporary data entry personnel, data collection, data entry, possible computer programming, and additional development of data accessibility for all end users.

The current basemap is made available to the public via MoDOT's FTP web site, as well as the Missouri Spatial Data Information Service, which makes the data available to all GIS users. Improving this basemap will increase the accuracy of the data and allow better integration of roadway data with driver records, enforcement, and adjudication efforts. It will become the foundation for all future enhancements, including links to electronic citations, electronic crash reports, and driver record information.

**Milestones:**

The following measures will be used to measure progress of the project.

Identification of precise needs.....	November 2006
Purchase equipment, hire temporary data entry personnel, and other required items for data collection.....	February 2007
Begin accelerated data collection.....	April 2007
Begin accelerated data entry / Continue data collection.....	June 2007
Evaluate performance measures each quarter.....	September 2007 - September 2009
95% Completion of System.....	October 2009
Maintenance of system, including new route entry and other modifications.....	Ongoing

**PROBLEM IDENTIFICATION:**

The project will impact the timeliness, accuracy, completeness, uniformity, and accessibility of roadway data initially, and the integration of all data (crash, citation, driver records, etc.) over time. It will address Missouri's deficiency in the linkage between crash and roadway inventory data of the local roadway system by providing line work where none exists; it also will improve outdated line work on the state maintained system.

## **GOALS AND OBJECTIVES:**

### **Performance Measures & Goals:**

Performance Measure	Benchmark	2006	2007	2008	2009
Centerline miles of local system in basemap (Completeness, Accuracy, Uniformity)	40%	40%	50%	75%	95%
State-maintained system currently has at least 95% of centerline miles entered					
Non-state crashes landing automatically (Completeness, Accuracy, Uniformity, Timeliness)	35%	35%	45%	60%	80%

## **RESULTS:**

In May, 2007, MoDOT hired two individuals to begin work in the two highest crash frequency locations (Kansas City and St. Louis regions). The entry personnel have entered GPS locations on non-state maintained roadways in order to "land" crash events in the TMS data system. In June, 2007 two more individuals were hired to work on line work that has been collected at GPS quality. At the end of the project year it was determined the accuracy rate of landing a crash properly on the system was 57%. This project will continue as another state traffic records improvement project in Fy 2008 and funded by Section 408 funds.

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## **FUNDING:**

408 : \$180,000.00

## **HS CONTACT:**

Randy Silvey  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Traffic Records

**PROJECT NUMBER:**

07-K9-04-04

**PROGRAM AREA:**

Data Program Incentive

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Traffic Records Users

**AGENCY NAME:**

MO Dept. of Revenue

**AGENCY CONTACT:**

Director Trish Vincent

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**PROJECT DESCRIPTION:**

The Department of Revenue (DOR) will purchase or outsource a Document Management/Workflow System to reduce the amount of time it takes to remove a problem driver from our roadways and update the vehicle title and registration records. A great deal of time spent on taking the necessary steps to suspend/revoke/disqualify a person's driver license is "lag time." The same is true for updating vehicle title and registration records. This is the time that tasks are being transferred from one desk to another desk for employee processing. It is unused time that does not add any value to the process. The department will utilize automation technology to eliminate the "lag time" by routing, processing, and tracking information via the computer rather than through the intensive paper volume that is received today.

Implementation of a Document Management/Workflow System will simplify and expedite the compliance efforts by eliminating paper from the processes, allow the timely capture of data, and reduce the risk of data errors by reducing key entry. Automating the workflow can help reduce the time it takes to process a conviction, court order, title, registration, etc., from days to minutes. This will then expedite the driver license withdrawal action that may be warranted and provide out-of-state licensing authorities and law enforcement with the latest withdrawal activity and vehicle title and registration updates more quickly and efficiently.

**PROBLEM IDENTIFICATION:**

DOR experiences delays in removing problem drivers from the roadways and updating its records due to the paper intensive system it operates under today. Paper is passed from desk to desk in the process of taking the necessary withdrawal action against a person's driver license or updating the department's vehicle registration and titling records. This does not allow for the quickest withdrawal of the driver license or the updating of the driver record and vehicle registration and titling records that is necessary to provide expedient and efficient responses to requests from law enforcement agencies, courts, and other highway safety representatives.

**GOALS AND OBJECTIVES:**

Project Goal(s):

To link driver records to the vehicle title and registration records in order to provide the most complete and accurate information about drivers and vehicle history.

**Objectives:**

Determine feasibility of outsourcing or procurement of document management/workflow system

Outsource or develop, program, and test system applications

Implement new system

**RESULTS:**

The Department of Revenue has determined that outsourcing will require a phased implementation. There have been two processes identified for phase I of the document management/workflow system outsourcing. The first process will include all Motor Vehicle and Driver License transaction documents from the Contract Offices, and will be sent directly to the vendor for imaging and subsequently queued for the workflow process. The second process will include all after work imaging for the driver license issuance process.

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**FUNDING:**

408 : \$350,000.00

**HS CONTACT:**

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573-751-4161

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

LETS Software

**PROJECT NUMBER:**

07-K9-04-01

**PROGRAM AREA:**

Data Program Incentive

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:****AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The Highway Safety Division will provide customer support by maintaining a help desk at REJIS. This will enable users to contact REJIS and/or the Highway Safety Division with any questions or problems they may be experiencing.

REJIS will also continue to provide software support by continuing the LETS committee comprised of LETS users in order to upgrade the software to include a collision diagram package and the necessary enhancements or changes as required.

**PROBLEM IDENTIFICATION:**

Accurate data must be collected in order for a state, county, city, or political subdivision to be able to identify and address traffic / transportation safety problems. Missouri has the statewide data in FARS and STARS within the Missouri State Highway Patrol's database. However, many communities have a demonstrated need for a traffic data management system by which they can quickly assess trends that may ultimately show where enforcement, education, and/or engineering can be used to make a difference in traffic safety. Accurate local data is critical to the State of Missouri in two ways. First, when a local community can supply strong data to support requests for aid, it is much easier for assistance programs, such as Highway Safety funding, to be committed to develop and implement countermeasure programs. Secondly, the state uses local data in compiling statewide information about crashes, tickets, and citations. The accurate and timely transfer of enforcement data to the state system allows for state actions to more closely keep pace with needs, such as engineering and state based enforcement efforts.

**GOALS AND OBJECTIVES:**

To provide software support and development by REJIS as directed by Highway Safety and the LETS executive committee. REJIS will also provide a help desk for customer support.

**RESULTS:**

A laptop version of the crash report was developed by REJIS and field tested by the Creve Coeur Police Department. This allows the officer to enter the crash data in the field and upload the data to the in-house system via wireless connection. REJIS also developed a protocol that will allow the LETS system to electronically attach the collision diagram to each crash report for electronic transfer to the STARS system. REJIS personnel are working with the Missouri State Highway

Patrol to ensure all edit checks are in place when STARS is ready for electronic upload.

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**FUNDING:**

408 : \$19,728.13

**HS CONTACT:**

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573-751-4161



# MISSOURI

## Annual Report 2007

**PROJECT TITLE:**

REJIS

**PROJECT NUMBER:**

07-PT-02-03

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

All Drivers

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

HSD will seek grant management improvement through computer programing and software updates.

**PROBLEM IDENTIFICATION:**

Highway Safety must maintain and improve the Grants Management System to ensure swift and accurate contract management.

**GOALS AND OBJECTIVES:**

Ensure the grants management program continues to meet the needs of the users.

**RESULTS:**

Planning was undertaken to start a rewrite process of the current grants management system. A complete review was conducted by staff at REJIS to determine the needs of HSD staff to begin the migration to a complete web-based grants management system. REJIS prepared a new design document outlining the changes necessary to change to the new technology.

**FUNDING:**

402 : \$15,040.00

**HS CONTACT:**

Bill Whitfield  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

## PUBLIC INFORMATION & EDUCATION

This program area addresses the broad spectrum of educating the public about traffic-safety related issues. Although included within the Statewide Problem Analysis information, public information & education components were built into each program area where possible.

Educational pieces and incentives were developed and distributed throughout Missouri by way of conferences, safety fairs, employer programs, schools, churches, health care agencies, law enforcement personnel, state/local government agencies, civic organizations, sporting events, plus the Safe Community and Think First programs. Materials are updated and reprinted as laws change or more current information becomes available. Some materials are redesigned to provide a more appealing look, or to be reproduced in a more cost-effective manner.

Missouri participated in two national campaigns including *"Click It Or Ticket and You Drink & Drive. You Lose."* Missouri also conducted two statewide campaigns and one regional campaign including *"Operation Safe Teen, The Difference is YOU. Drive Smart, and Buckle Up In Your Truck."* These campaigns included any combination of paid and earned media, printed materials, and press releases.

MoDOT's Highway Safety Division worked with law enforcement agencies across the state to focus on increasing safety belt use among teen drivers. The enforcement efforts were conducted February 21 through March 11, 2007. The HSD contracted with TrueMedia to assist with the media buy for the campaign *"Operation Safe Teen"*.

When possible, law enforcement mobilizations complemented public awareness efforts. This combination of awareness/education coupled with enforcement proved to have a much stronger deterrent effect and allowed law enforcement to employ a proactive, rather than reactive, approach.

The Highway Safety Division was able to use paid advertising to expand efforts in the public information arena. Specific results are provided in the Paid Advertising Addendums of this document.

### Benchmarks

Established	Result
Heighten awareness and positively impact target audiences concerning impaired driving, aggressive driving, speeding, fatigued or distracted driving, sharing the road with other vehicles, and obeying traffic laws.	The Highway Safety Division participated in the national impaired driving campaign. We contracted with TrueMedia to assist with the media buy, which was focused on areas with the highest percentage of alcohol-related fatalities and higher population. The University of Central Missouri copied and distributed press releases to participating law enforcement agencies. Highway Safety staff as well as local and state law enforcement agencies conducted numerous media interviews.
Heighten awareness regarding the importance of correctly using safety devices including safety belts, child safety seats, booster seats, motorcycle helmets and protective gear, and bicycle helmets.	A press conference was held in May in St. Louis at a local high school. St. Louis law enforcement participated. A press conference was also held in Dexter and Sikeston, which included law enforcement from Poplar Bluff, Cape Girardeau and surrounding area. The seat belt "Convincer" was present at both press conferences. Highway Safety staff, Missouri Coalition for Roadway Safety contacts as well as local and state law enforcement agencies conducted numerous media interviews.
Heighten awareness regarding driving safely through, and obeying the laws in, construction work zones.	Work zone awareness week for 2007 was April 2-6, and the traditional kickoff of the highway construction season. A television spot was ran in the fall of 2006. Other expenditures such as radio ads, billboard advertising, posters, payroll stuffers, and banners totaled over \$652,677.

### Strategies

Identified	Implemented
Publicize the services and resources of the Highway Safety Division to the general public through the MoDOT website, in workshops, at exhibits, and through our materials	Services and resources are advertised on MoDOT's website. The Division printed over 540,534 brochures or educational pieces for distribution to the public through school programs, law enforcement officers, hospitals, safety fairs, etc.
Utilize forum-type settings to facilitate discussion and garner input on traffic safety issues affecting specific target populations	Traffic safety issues are discussed at every district office through each local district Blueprint Coalition, depending on the safety issues/concerns in those respective areas.
Develop and promote materials/campaigns to	MoDOT developed or participated in several traffic safety campaigns

reach targeted audiences (e.g., high risk drivers, vulnerable roadway users, drinking drivers)	in the 2007 grant year, including " <i>Child Passenger Safety Week, Click it or Ticket, You Drink &amp; Drive. You Lose., Operation Safe Teen.</i> "
Actively participate in the Missouri Coalition for Roadway Safety (MCRS) public information subcommittee in order to increase coordination, communication and cooperation among safety advocates through the state	MoDOT's Highway Safety Division actively participates in the Missouri Coalition for Roadway Safety public information subcommittee. The Division reaches each region with campaign updates, incentive items, posters, website information, and advanced media information, for example, press releases and local media purchases for their region.
Promote the Arrive Alive theme developed by the MCRS and incorporate the logo in all materials	The Arrive Alive theme was developed and promoted and continues to be incorporated in all materials/advertisements/publications.
Develop strategies to work with partners—both traditional and nontraditional—in order to reach wider audiences and maximize resources	Each Highway Safety Division staff member is part of the Coalition for Roadway Safety that continues to strategize and implement Missouri's Comprehensive Highway Safety Plan and Missouri's Blueprint for Safer Roadways. Included in each Coalition are members of the communities including hospitals and related agencies, law enforcement, and insurance companies to name a few.
Work with the Motor Carrier Safety Assistance Program to promote joint safety awareness campaigns	Public information and awareness activities have been conducted in the past year encouraging drivers to share the road with commercial vehicles throughout Blueprint regions in the state.
Update public information materials and website to keep information current and easily accessible	Educational materials such as brochures were updated, or developed and placed on the saveMOlives.com website for easy accessibility. It will continue to be updated throughout the year.
Develop and disseminate promotional/educational materials and press releases	In addition to printed materials mentioned above, Highway Safety sends out press releases regarding traffic safety initiatives when appropriate.
Organize and/or participate in press events and work with media outlets across the state to promote highway safety initiatives	Several press conferences, media interviews and campaign kickoffs were scheduled during each of the campaigns in which Missouri participated.
Give presentations and provide training to community groups, schools, etc. as requested	Program staff made approximately 100 presentations regarding all safety issues including belt usage for teens, pick up drivers, etc. Trainings for child passenger safety are provided through the Highway Safety Division at a minimum of four times per year.
Serve on committees/boards in order to broaden opportunities to promote traffic safety issues	Most Highway Safety staff members serve on various committees such as Injury Prevention and Advisory Council, School Bus Transportation, Partners in Prevention, MCRS Legislative Subcommittee, DWI Subcommittee, Motorcycle Safety Committee, Statewide Traffic Records Committee, Operation Lifesaver Council, and the Head Injury Advisory Council.
Promote law enforcement mobilization efforts: <i>Click It or Ticket</i> safety belt campaign and <i>You Drink &amp; Drive. You Lose</i> alcohol campaign	During the <i>Click it or Ticket</i> campaign, law enforcement officers worked 9,566 hours of overtime and made 73 DWI arrests and 20 felony arrests. Officers also wrote 6,245 speeding tickets. During the <i>You Drink &amp; Drive. You Lose</i> campaign, law enforcement officers worked 3,535 hours of overtime and made 318 arrests for drunk driving and 56 felony arrests. Officers also wrote 1,448 speeding tickets as well as 60 reckless driver tickets.
Purchase paid advertising to support seat belt and impaired driving campaigns	The Highway Safety Division contracted with MediaCross, Inc. to assist with the media buy for the campaigns. In addition, HSD contracted with TrueMedia, Inc. as well as Learfield Communications.
Support and promote MoDOT's <i>The Difference is You. DRIVE SMART</i> construction work zone public awareness campaign	MoDOT launched the 6th year of its award-winning, " <i>The Difference is YOU. Drive Smart.</i> " Campaign in 2007.
Initiate the <i>SAVED BY THE BELT</i> program to recognize those individuals saved by their safety belt in a crash; encourage survivors to send out a press release to local media outlets sharing their experience	The program has had a slow start during the initiation phase as Highway Safety has begun to promote the program throughout the state. The MoDOT community relations managers have been provided an exhibit kit with sample incentive items. Program information is available on the saveMOlives.com website. Highway Safety will continue to build a database of survivors.

<p>Blueprint funding was used to purchase 9 safety belt convincer units that were assigned to the MSHP Public Information Officers. <i>I'm Convinced – Buckle Up</i> stickers are given to those people who ride the convincers. We will continue partnering with the MSHP to assure the units are used to reach as many people as possible.</p>	<p>The MSHP gave 298 convincer demonstrations and 736 seat belt programs in 2007 so far. In 2006 they presented 238 roll-over demonstrations and 792 seat belt programs. The Highway Safety Division continues to work with the MSHP to assure the units are used to reach as many as possible.</p>
<p>Participate in the State Fair to educate the public on traffic safety issues and provide detailed information about child safety seats and any modifications to traffic safety laws</p>	<p>Approximately 210,000 people visited the MoDOT building/exhibit during the Missouri State Fair and were educated on traffic safety issues including child safety seat/booster seat use and other traffic safety laws (this is about 75% of the total State Fair attendance).</p>

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Impaired Driving PIE

**PROJECT NUMBER:**

07-K8PM-03-03

**PROGRAM AREA:**

Alcohol

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Impaired Drivers

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The goal of this in-house memo project is to decrease the number of deaths and injuries resulting from alcohol-related traffic crashes.

Informational materials and/or advertising will be created with the primary target audience of men ages 18 to 34.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Of all 2005 Missouri traffic crashes, 4.6 percent were drinking related. Of all fatal traffic crashes, 23 percent were drinking related. A total of 274 people were killed and 5,216 were injured in drinking-related traffic crashes.

The National Highway Traffic Safety Administration has identified the primary target audience as men ages 18 to 34.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

**GOALS AND OBJECTIVES:**

The goal of this in-house memo project is to decrease the number of deaths and injuries resulting from traffic crashes involving impaired drivers.

**Objective:**

1) To decrease deaths and injuries associated with alcohol-related traffic crashes in Missouri through the purchase of advertising to support the enforcement efforts of the You Drink & Drive, You Lose campaign.

**RESULTS:****Public Information and Education Campaign:**

The Missouri Department of Transportation's Highway Safety Division participated in the national impaired driving campaign. The Highway Safety Division contracted with TrueMedia to assist with the media buy for the campaign. Please see the attached documentation for more information on the media buy for each campaign. The buy was focused on areas with the highest percentage of alcohol-related fatalities and higher population.

A press conference was held at the Kansas City Police Department August 10 to announce the launch of the You Drink & Drive. You Lose impaired driving campaign as well as a new BAT van for the region.

In addition, the Highway Safety Division purchased 200 "Wizmark" talking urinal cakes. Each cake contained a recorded message warning against impaired driving and featured the campaign logo and web site on the front. These were distributed to establishments serving alcohol by radio stations in key areas of the state -- St. Louis, Kansas City, Jefferson City/Columbia and Springfield. Please see attached documentation for more information.

**Media Coverage:**

The information distributed to the law enforcement agencies that received grants included two sample press releases: a pre and post enforcement wave release. The local and state agencies involved received many free services as a result of the press releases. Central Missouri State University copied and distributed the press releases to participating law enforcement agencies. Individual law enforcement agencies disseminated the releases locally at their own expense. In addition, MoDOT distributed a press release to media outlets statewide. Highway Safety staff as well as local and state law enforcement agencies conducted numerous media interviews.

**Law Enforcement Efforts:**

During the statewide campaign, law enforcement officers worked 3,535 hours of overtime and made 318 arrests for drunk driving and 56 felony arrests. Officers also wrote 1,448 speeding tickets as well as 60 reckless driver tickets.

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**FUNDING:**

410 : \$150,000.00

**HS CONTACT:**

Laura Holloway  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Manual Ratings

## Market Summary Report

PADUCAH-CP. GIRAR-HARR - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KEZS-FM 102.9 Country	36	\$1,608.00	22%	0%	0%	0.0 \$0.00
KGMO-FM Classic Rock	45	\$1,500.00	21%	0%	0%	0.0 \$0.00
KJEZ-FM Classic Rock	63	\$1,206.00	17%	0%	0%	0.0 \$0.00
KKLR-FM Country	63	\$2,970.00	41%	0%	0%	0.0 \$0.00
Market	207	\$7,284.00	100%	0%	0%	0.0 \$0.00

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
PM	60	\$2,418.00	33%	0%	0%	0.0 \$0.00
MD	60	\$2,208.00	30%	0%	0%	0.0 \$0.00
AM	60	\$2,658.00	36%	0%	0%	0.0 \$0.00
WD	27	\$0.00	0%	0%	0%	0.0 \$0.00
Market	207	\$7,284.00	100%	0%	0%	0.0 \$0.00

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	198	\$7,284.00	100%	0.0 \$0.00
10	9	\$0.00	0%	0.0 \$0.00
Market	207	\$7,284.00	100%	0.0 \$0.00

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
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Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Manual Ratings

## Market Summary Report

PADUCAH-CP. GIRAR-HARR - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Monthly Summary (continued ...)

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	138	\$4,856.00	67%	0.0 \$0.00
Sep	69	\$2,428.00	33%	0.0 \$0.00
Market	207	\$7,284.00	100%	0.0 \$0.00

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	69	\$2,428.00	33%	0.0 \$0.00
2-Aug 20, 2007	69	\$2,428.00	33%	0.0 \$0.00
3-Aug 27, 2007	69	\$2,428.00	33%	0.0 \$0.00
Market	207	\$7,284.00	100%	0.0 \$0.00

### Campaign Remarks

Comments
All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.



# Spot Calendar By Station

PADUCAH-CP. GIRAR-HARR Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Manual Ratings  
 Station: KKLR-FM, KJEZ-FM, KEZS-FM, KGMO-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

## Weekly Distribution

M 21-34

MSA (R)

STN	DAYS	TIME	LEN	Aug 13	Aug 20	Aug 27	SPOTS	GRP's	RTG	RATE	COST
KKLR-FM											
AM	MTWTF--	06:00 am - 10:00 am	30	6	6	6	18	0.0	0.0	62.00	1,116.00
MD	MTWTF--	10:00 am - 03:00 pm	30	6	6	6	18	0.0	0.0	46.00	828.00
PM	MTWTF--	03:00 pm - 07:00 pm	30	6	6	6	18	0.0	0.0	57.00	1,026.00
WD	-----SS	06:00 am - 12:00 am	30	3	3	3	9	0.0	0.0	0.00	.00
ADDED VALUE											
KKLR-FM Spot Totals				21	21	21	63	0	0		2,970.00
KJEZ-FM											
AM	MTWTF--	06:00 am - 10:00 am	30	6	6	6	18	0.0	0.0	25.00	450.00
MD	MTWTF--	10:00 am - 03:00 pm	30	6	6	6	18	0.0	0.0	22.00	396.00
PM	MTWTF--	03:00 pm - 07:00 pm	30	6	6	6	18	0.0	0.0	20.00	360.00
WD	-----SS	06:00 am - 12:00 am	30	3	3	3	9	0.0	0.0	0.00	.00
ADDED VALUE											
KJEZ-FM Spot Totals				21	21	21	63	0	0		1,206.00
KEZS-FM											
AM	MTWTF--	06:00 am - 10:00 am	30	4	4	4	12	0.0	0.0	46.00	552.00
MD	MTWTF--	10:00 am - 03:00 pm	30	4	4	4	12	0.0	0.0	42.00	504.00
PM	MTWTF--	03:00 pm - 07:00 pm	30	4	4	4	12	0.0	0.0	46.00	552.00
	MTWTF--	06:00 am - 05:00 am	30	5	5	5	15	0.0	0.0	0.00	.00
ADDED VALUE											
KEZS-FM Spot Totals				17	17	17	51	0	0		1,608.00
KGMO-FM											
WD	MTWTF--	06:00 am - 10:00 pm	10	3	3	3	9	0.0	0.0	0.00	.00
ADDED VALUE-NEWS SPONSORSHIPS											
AM	MTWTF--	06:00 am - 10:00 am	30	4	4	4	12	0.0	0.0	45.00	540.00
MD	MTWTF--	10:00 am - 03:00 pm	30	4	4	4	12	0.0	0.0	40.00	480.00
PM	MTWTF--	03:00 pm - 07:00 pm	30	4	4	4	12	0.0	0.0	40.00	480.00
KGMO-FM Spot Totals				15	15	15	45	0	0		1,500.00
Weekly Schedule				74	74	74	222	0			
Cost											7,284.00
Spot Length Breakout											
# Spots											
10				3	3	3	9	0			.00
30				71	71	71	213	0			7,284.00

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Fall 06, Spring 06

## Market Summary Report

COLUMBIA, MO-JEFF CTY - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KBBM-FM 100.1 New Rock	96	\$1,368.00	17%	0%	13%	91.2 \$15.00
KOQL-FM 106.1 Contemp. Hit radio	57	\$1,407.00	17%	0%	9%	67.2 \$20.94
KTGR-AM 1580 All Sports	90	\$1,584.00	19%	0%	35%	258.0 \$6.14
KTXV-FM 106.9 Contemp. Hit radio	90	\$2,250.00	27%	0%	26%	192.0 \$11.72
KWJK-FM 93.1 Adult Contemporary	92	\$1,656.00	20%	0%	17%	121.2 \$13.66
Market	425	\$8,265.00	100%	0%	100%	729.6 \$11.33

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
MD	111	\$2,343.00	28%	0%	34%	245.1 \$9.56
AM	135	\$3,084.00	37%	0%	37%	267.0 \$11.55
PM	120	\$2,838.00	34%	0%	30%	217.5 \$13.05
WK	20	\$0.00	0%	0%	0%	0.0 \$0.00
WD	39	\$0.00	0%	0%	0%	0.0 \$0.00
Market	425	\$8,265.00	100%	0%	100%	729.6 \$11.33

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	425	\$8,265.00	100%	729.6 \$11.33
Market	425	\$8,265.00	100%	729.6 \$11.33

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Fall 06, Spring 06

## Market Summary Report

COLUMBIA, MO-JEFF CTY - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	284	\$5,510.00	67%	486.4 \$11.33
Sep	141	\$2,755.00	33%	243.2 \$11.33
Market	425	\$8,265.00	100%	729.6 \$11.33

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	142	\$2,755.00	33%	243.2 \$11.33
2-Aug 20, 2007	142	\$2,755.00	33%	243.2 \$11.33
3-Aug 27, 2007	141	\$2,755.00	33%	243.2 \$11.33
Market	425	\$8,265.00	100%	729.6 \$11.33

### Campaign Remarks

Comments
All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.

## Spot Calendar By Station

COLUMBIA, MO-JEFF CTY Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Fall 06, Spring 06  
 Station: KBBM-FM, KOQL-FM, KTGR-AM, KTXY-FM,  
 KWJK-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

M 21-34  
 MSA (R)

STN	DAYS	TIME	LEN	Aug 13	Aug 20	Aug 27	SPOTS	GRP's	RTG	RATE	COST
KBBM-FM											
WD	MTWTFSS	06:00 am - 12:00 am	30	8	8	8	24	0.0	0.0	0.00	.00
	ADDED VALUE										
MD	MTWTF--	10:00 am - 03:00 pm	30	8	8	8	24	26.4	1.1	16.50	396.00
AM	MTWTF--	07:00 am - 10:00 am	30	8	8	8	24	26.4	1.1	16.50	396.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	8	8	8	24	38.4	1.6	24.00	576.00
KBBM-FM Spot Totals				32	32	32	96	91.2			1,368.00
KOQL-FM											
PM	MTWTF--	03:00 pm - 07:00 pm	30	7	7	7	21	33.6	1.6	35.00	735.00
WD	MTWTFSS	06:00 am - 12:00 am	30	5	5	5	15	0.0	0.0	0.00	.00
	ADDED VALUE										
AM	MTWTF--	08:00 am - 10:00 am	30	7	7	7	21	33.6	1.6	32.00	672.00
KOQL-FM Spot Totals				19	19	19	57	67.2			1,407.00
KTGR-AM											
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	81.0	2.7	19.20	576.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	10	10	10	30	81.0	2.7	14.40	432.00
	ADDED VALUE-URINAL CAKE PROMO										
AM	MTWTF--	07:00 am - 10:00 am	30	10	10	10	30	96.0	3.2	19.20	576.00
KTGR-AM Spot Totals				30	30	30	90	258			1,584.00
KTXY-FM											
AM	MTWTF--	07:00 am - 10:00 am	30	10	10	10	30	63.0	2.1	25.00	750.00
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	81.0	2.7	25.00	750.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	10	10	10	30	48.0	1.6	25.00	750.00
	ADDED VALUE-URINAL CAKE PROMO										
KTXY-FM Spot Totals				30	30	30	90	192			2,250.00
KWJK-FM											
WK	MTWTFSS	06:00 am - 10:00 pm	30	7	7	6	20	0.0	0.0	0.00	.00
	ADDED VALUE										
AM	MTWTF--	07:00 am - 10:00 am	30	10	10	10	30	48.0	1.6	23.00	690.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	5	5	5	15	16.5	1.1	23.00	345.00
MD	MTWTF--	10:00 am - 03:00 pm	30	9	9	9	27	56.7	2.1	23.00	621.00
KWJK-FM Spot Totals				31	31	30	92	121.2			1,656.00
Weekly Schedule				142	142	141	425	729.6			
Cost											8,265.00
Spot Length Breakout											
# Spots											
30				142	142	141	425	729.6			8,265.00

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Fall 06, Spring 06

## Market Summary Report

JOPLIN - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

Buyer:Dudenhoeffer, Lisa

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KJML-FM New Rock	180	\$1,980.00	24%	0%	32%	282.0 \$7.02
KSYN-FM Contemp. Hit radio	129	\$3,177.00	39%	0%	35%	309.3 \$10.27
KWXD-FM Country	102	\$1,260.00	16%	0%	20%	171.0 \$7.37
KXDG-FM Classic Rock	96	\$1,680.00	21%	0%	13%	111.0 \$15.14
Market	507	\$8,097.00	100%	0%	100%	873.3 \$9.27

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
MD	93	\$2,376.00	29%	0%	25%	216.9 \$10.95
AM	144	\$3,150.00	39%	0%	37%	322.5 \$9.77
PM	93	\$2,301.00	28%	0%	34%	296.4 \$7.76
DA	15	\$270.00	3%	0%	4%	37.5 \$7.20
WD	162	\$0.00	0%	0%	0%	0.0 \$0.00
Market	507	\$8,097.00	100%	0%	100%	873.3 \$9.27

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	417	\$8,097.00	100%	873.3 \$9.27
5	90	\$0.00	0%	0.0 \$0.00
Market	507	\$8,097.00	100%	873.3 \$9.27

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Fall 06, Spring 06

## Market Summary Report

JOPLIN - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	338	\$5,398.00	67%	582.2 \$9.27
Sep	169	\$2,699.00	33%	291.1 \$9.27
Market	507	\$8,097.00	100%	873.3 \$9.27

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	169	\$2,699.00	33%	291.1 \$9.27
2-Aug 20, 2007	169	\$2,699.00	33%	291.1 \$9.27
3-Aug 27, 2007	169	\$2,699.00	33%	291.1 \$9.27
Market	507	\$8,097.00	100%	873.3 \$9.27

### Campaign Remarks

Comments
All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.

# Spot Calendar By Station

JOPLIN Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Fall 06, Spring 06  
 Station: KSYN-FM, KJML-FM, KWXD-FM, KXDG-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

## Weekly Distribution

M 21-34

MSA (R)

STN	DAYS	TIME	LEN	Aug 13	Aug 20	Aug 27	SPOTS	GRP's	RTG	RATE	COST
KSYN-FM											
MD	MTWTF--	10:00 am - 03:00 pm	30	8	8	8	24	91.2	3.8	39.00	936.00
AM	MTWTF--	05:00 am - 06:00 am	30	5	5	5	15	9.0	0.6	5.00	75.00
AM	MTWTF--	07:00 am - 10:00 am	30	9	9	9	27	83.7	3.1	35.00	945.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	11	11	11	33	125.4	3.8	37.00	1,221.00
WD	MTWTFSS	06:00 am - 12:00 am	30	10	10	10	30	0.0	0.0	0.00	.00
ADDED VALUE											
KSYN-FM Spot Totals				43	43	43	129	309.3			3,177.00
KJML-FM											
MD	MTWTF--	10:00 am - 03:00 pm	30	5	5	5	15	19.5	1.3	20.00	300.00
DA	-----S-	06:00 am - 07:00 pm	30	5	5	5	15	37.5	2.5	18.00	270.00
AM	MTWTF--	06:00 am - 08:00 am	30	10	10	10	30	93.0	3.1	25.00	750.00
PM	MTWTF--	03:00 pm - 05:00 pm	30	10	10	10	30	132.0	4.4	22.00	660.00
WD	MTWTFSS	06:00 am - 12:00 am	5	30	30	30	90	0.0	0.0	0.00	.00
ADDED VALUE-SPONSORSHIPS											
KJML-FM Spot Totals				60	60	60	180	282			1,980.00
KWXD-FM											
AM	MTWTF--	06:00 am - 10:00 am	30	10	10	10	30	57.0	1.9	14.00	420.00
ADDED VALUE-MODOT INTERVIEW											
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	75.0	2.5	14.00	420.00
ADDED VALUE-WEBSITE LINK											
PM	MTWTF--	03:00 pm - 05:00 pm	30	10	10	10	30	39.0	1.3	14.00	420.00
WD	-----S	06:00 am - 12:00 am	30	4	4	4	12	0.0	0.0	0.00	.00
ADDED VALUE											
KWXD-FM Spot Totals				34	34	34	102	171			1,260.00
KXDG-FM											
AM	MTWTF--	05:00 am - 06:00 am	30	5	5	5	15	28.5	1.9	10.00	150.00
AM	MTWTF--	07:00 am - 09:00 am	30	9	9	9	27	51.3	1.9	30.00	810.00
MD	MTWTF--	10:00 am - 01:00 pm	30	8	8	8	24	31.2	1.3	30.00	720.00
WD	MTWTFSS	06:00 am - 12:00 am	30	10	10	10	30	0.0	0.0	0.00	.00
ADDED VALUE											
KXDG-FM Spot Totals				32	32	32	96	111			1,680.00
Weekly Schedule				169	169	169	507	873.3			
Cost											8,097.00
Spot Length Breakout											
# Spots											
5				30	30	30	90	0			.00
30				139	139	139	417	873.3			8,097.00

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Winter 07, Fall 06

## Market Summary Report

KANSAS CITY - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KPRS-FM 103.0 Urban Contemporary	135	\$9,420.00	21%	0%	17%	152.4 \$61.81
KQRC-FM 98.9 New Rock	168	\$15,240.00	34%	0%	44%	387.6 \$39.32
KRBZ-FM Alternative	165	\$6,060.00	14%	0%	16%	138.0 \$43.91
WHB-AM All Sports	150	\$14,025.00	31%	0%	23%	199.5 \$70.30
Market	618	\$44,745.00	100%	0%	100%	877.5 \$50.99

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
DA	84	\$10,590.00	24%	0%	18%	154.8 \$68.41
MD	90	\$8,100.00	18%	0%	23%	198.0 \$40.91
EV	51	\$1,410.00	3%	0%	5%	40.8 \$34.56
PM	90	\$9,450.00	21%	0%	18%	159.0 \$59.43
AM	180	\$14,475.00	32%	0%	35%	310.5 \$46.62
WD	123	\$720.00	2%	0%	2%	14.4 \$50.00
Market	618	\$44,745.00	100%	0%	100%	877.5 \$50.99

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	573	\$44,745.00	100%	877.5 \$50.99
10	15	\$0.00	0%	0.0 \$0.00
5	30	\$0.00	0%	0.0 \$0.00



Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Winter 07, Fall 06

## Market Summary Report

KANSAS CITY - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Length Summary (continued ...)

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Market	618	\$44,745.00	100%	877.5 \$50.99

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	411	\$29,650.00	66%	582.8 \$50.88
Sep	207	\$15,095.00	34%	294.7 \$51.22
Market	618	\$44,745.00	100%	877.5 \$50.99

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	206	\$14,915.00	33%	292.5 \$50.99
2-Aug 20, 2007	205	\$14,735.00	33%	290.3 \$50.76
3-Aug 27, 2007	207	\$15,095.00	34%	294.7 \$51.22
Market	618	\$44,745.00	100%	877.5 \$50.99

### Campaign Remarks

#### Comments

All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.

## Spot Calendar By Station

KANSAS CITY Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Winter 07, Fall 06  
 Station: KQRC-FM, KRBZ-FM, WHB-AM, KPRS-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer

Rate: Station Gross

Estimate:

### Weekly Distribution

STN	DAYS	TIME	LEN	Aug			SPOTS	M 21-34			RATE	COST
				13	20	27		MSA (R)	GRP's	RTG		
KQRC-FM												
AM	MTWTF--	06:00 am - 10:00 am	30	10	10	10	30	156.0	5.2	200.00	6,000.00	
	URINAL CAKE-PROMO											
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	117.0	3.9	125.00	3,750.00	
DA	-----S-	10:00 am - 07:00 pm	30	2	2	2	6	9.0	1.5	55.00	330.00	
EV	MTWTF--	07:00 pm - 10:00 pm	30	5	5	5	15	15.0	1.0	30.00	450.00	
EV	-----S-	07:00 pm - 12:00 am	30	2	2	2	6	4.8	0.8	20.00	120.00	
EV	-----S	07:00 pm - 12:00 am	30	2	2	2	6	4.8	0.8	15.00	90.00	
PM	MTWTF--	03:00 pm - 07:00 pm	30	10	10	10	30	81.0	2.7	150.00	4,500.00	
WD	MTWTFSS	06:00 am - 12:00 am	30	15	15	15	45	0.0	0.0	0.00	.00	
	ADDED VALUE											
KQRC-FM Spot Totals				56	56	56	168	387.6				15,240.00
KRBZ-FM												
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	45.0	1.5	55.00	1,650.00	
	URINAL CAKE PROMO											
EV	-----S-	07:00 pm - 12:00 am	30	2	2	2	6	1.8	0.3	10.00	60.00	
EV	-----S	07:00 pm - 12:00 am	30	2	2	2	6	2.4	0.4	15.00	90.00	
DA	-----S	10:00 am - 07:00 pm	30	6	6	6	18	10.8	0.6	20.00	360.00	
AM	MTWTF--	06:00 am - 10:00 am	30	10	10	10	30	36.0	1.2	55.00	1,650.00	
PM	MTWTF--	03:00 pm - 06:00 pm	30	10	10	10	30	42.0	1.4	75.00	2,250.00	
WD	MTWTFSS	06:00 am - 12:00 am	30	15	15	15	45	0.0	0.0	0.00	.00	
	ADDED VALUE											
KRBZ-FM Spot Totals				55	55	55	165	138				6,060.00
WHB-AM												
DA	MTWTF--	09:00 am - 02:00 pm	30	10	10	10	30	69.0	2.3	150.00	4,500.00	
AM	MTWTF--	05:00 am - 07:00 am	30	5	5	5	15	10.5	0.7	15.00	225.00	
AM	MTWTF--	07:00 am - 09:00 am	30	10	10	10	30	54.0	1.8	130.00	3,900.00	
DA	MTWTF--	02:00 pm - 06:00 pm	30	10	9	11	30	66.0	2.2	180.00	5,400.00	
AM	MTWTF--	06:00 am - 09:00 am	10	5	5	5	15	0.0	0.0	0.00	.00	
	ADDED VALUE											
AM	MTWTF--	06:00 am - 09:00 am	5	10	10	10	30	0.0	0.0	0.00	.00	
	ADDED VALUE											
WHB-AM Spot Totals				50	49	51	150	199.5				14,025.00
KPRS-FM												
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	36.0	1.2	90.00	2,700.00	
PM	MTWTF--	03:00 pm - 07:00 pm	30	10	10	10	30	36.0	1.2	90.00	2,700.00	
AM	MTWTF--	06:00 am - 09:00 am	30	10	10	10	30	54.0	1.8	90.00	2,700.00	
EV	MTWTF--	07:00 pm - 10:00 pm	30	4	4	4	12	12.0	1.0	50.00	600.00	
WD	-----S-	06:00 am - 10:00 pm	30	6	6	6	18	14.4	0.8	40.00	720.00	
WD	MTWTFSS	06:00 am - 12:00 am	30	5	5	5	15	0.0	0.0	0.00	.00	
	ADDED VALUE											
KPRS-FM Spot Totals				45	45	45	135	152.4				9,420.00
Weekly Schedule				206	205	207	618	877.5				

Report Date: 8/15/2007

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## Spot Calendar By Station

KANSAS CITY Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Winter 07, Fall 06  
 Station: KQRC-FM, KRBZ-FM, WHB-AM, KPRS-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

STN	DAYS	TIME	LEN	Weekly Distribution			SPOTS	M 21-34		RATE	COST
				Aug 13	Aug 20	Aug 27		MSA (R)	GRP's RTG		
Cost											44,745.00
Spot Length Breakout											
# Spots											
5				10	10	10	30	0			.00
10				5	5	5	15	0			.00
30				191	190	192	573	877.5			44,745.00

## Spot Calendar By Station

SPRINGFIELD, MO Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Fall 06, Spring 06  
 Station: KQRA-FM, KSGF-FM, KSPW-FM, KUNQ-FM,  
 KXUS-FM, KZRQ-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

STN	DAYS	TIME	LEN	Aug			SPOTS	M 21-34			RATE	COST
				13	20	27		MSA (R)	GRP's	RTG		
KQRA-FM												
AM	MTWTF--	06:00 am - 10:00 am	30	6	6	6	18	88.2	4.9	55.00	990.00	
	ADDED VALUE-URINAL CAKES											
MD	MTWTF--	10:00 am - 03:00 pm	30	6	6	6	18	79.2	4.4	50.00	900.00	
PM	MTWTF--	03:00 pm - 07:00 pm	30	5	5	5	15	54.0	3.6	50.00	750.00	
AM	----S-	06:00 am - 10:00 am	30	2	2	2	6	26.4	4.4	25.00	150.00	
MD	----S-	10:00 am - 03:00 pm	30	2	2	2	6	18.6	3.1	25.00	150.00	
PM	----S-	03:00 pm - 07:00 pm	30	2	2	2	6	18.6	3.1	25.00	150.00	
PM	----S	03:00 pm - 07:00 pm	30	1	1	1	3	6.9	2.3	15.00	45.00	
WD	MTWTFSS	03:00 pm - 12:00 am	5	10	10	10	30	0.0	0.0	0.00	.00	
	ADDED VALUE-BILLBOARDS											
KQRA-FM Spot Totals				34	34	34	102	291.9				3,135.00
KSGF-FM												
	MTWTFSS	06:00 am - 05:00 am	30	11	11	11	33	0.0	0.0	0.00	.00	
	ADDED VALUE											
WD	----S	10:00 am - 10:00 pm	30	2	2	2	6	4.8	0.8	4.00	24.00	
MD	MTWTF--	10:00 am - 03:00 pm	30	6	6	6	18	37.8	2.1	18.00	324.00	
WD	----S-	10:00 am - 10:00 pm	30	1	1	1	3	2.4	0.8	7.00	21.00	
AM	MTWTF--	07:00 am - 10:00 am	30	6	6	6	18	27.0	1.5	16.00	288.00	
PM	MTWTF--	03:00 pm - 05:00 pm	30	6	6	6	18	50.4	2.8	18.00	324.00	
KSGF-FM Spot Totals				32	32	32	96	122.4				981.00
KSPW-FM												
WD	----S-	10:00 am - 10:00 pm	30	4	4	4	12	25.2	2.1	31.00	372.00	
MD	MTWTF--	10:00 am - 03:00 pm	30	7	7	7	21	75.6	3.6	43.00	903.00	
AM	MTWTF--	06:00 am - 10:00 am	30	3	3	3	9	11.7	1.3	38.00	342.00	
PM	MTWTF--	03:00 pm - 07:00 pm	30	6	6	6	18	55.8	3.1	49.00	882.00	
	MTWTFSS	06:00 am - 05:00 am	30	10	10	10	30	0.0	0.0	0.00	.00	
	ADDED VALUE											
KSPW-FM Spot Totals				30	30	30	90	168.3				2,499.00
KUNQ-FM												
PM	MTWTF--	03:00 pm - 07:00 pm	30	5	5	5	15	0.0	0.0	19.41	291.15	
AM	MTWTF--	06:00 am - 10:00 am	30	5	5	5	15	0.0	0.0	32.94	494.10	
MD	MTWTF--	10:00 am - 03:00 pm	30	5	5	5	15	0.0	0.0	11.76	176.40	
WD	MTWTF--	06:00 am - 12:00 am	30	2	2	2	6	0.0	0.0	0.00	.00	
	ADDED VALUE											
KUNQ-FM Spot Totals				17	17	17	51	0	0			961.65
KXUS-FM												
MD	----S	10:00 am - 03:00 pm	30	3	3	3	9	7.2	0.8	8.00	72.00	
DA	MTWTF--	06:00 am - 07:00 pm	10	3	3	3	9	0.0	0.0	0.00	.00	
	ADDED VALUE											
AM	MTWTF--	06:00 am - 10:00 am	30	11	11	11	33	118.8	3.6	35.00	1,155.00	
MD	----S-	10:00 am - 03:00 pm	30	2	2	2	6	6.0	1.0	10.00	60.00	
KXUS-FM Spot Totals				19	19	19	57	132				1,287.00

Report Date: 8/15/2007

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## Spot Calendar By Station

SPRINGFIELD, MO Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Fall 06, Spring 06  
 Station: KQRA-FM, KSGF-FM, KSPW-FM, KUNQ-FM,  
 KXUS-FM, KZRQ-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

							M 21-34				
STN	DAYS	TIME	LEN	Aug	Aug	Aug	SPOTS	MSA (R)			COST
				13	20	27		GRP's	RTG	RATE	
KZRQ-FM											
WD	-----S	10:00 am - 10:00 pm	30	2	2	2	6	13.8	2.3	10.00	60.00
MD	MTWTF--	10:00 am - 03:00 pm	30	6	6	6	18	55.8	3.1	17.00	306.00
WD	-----S-	10:00 am - 10:00 pm	30	2	2	2	6	12.6	2.1	12.00	72.00
	MTWTFSS	06:00 am - 05:00 am	30	11	11	11	33	0.0	0.0	0.00	.00
	ADDED VALUE										
AM	MTWTF--	06:00 am - 10:00 am	30	6	6	6	18	41.4	2.3	21.00	378.00
PM	MTWTF--	03:00 pm - 07:00 pm	30	6	6	6	18	46.8	2.6	20.00	360.00
KZRQ-FM Spot Totals				33	33	33	99	170.4			1,176.00
Weekly Schedule				165	165	165	495	885			
Cost											10,039.65
Spot Length Breakout											
# Spots											
5				10	10	10	30	0			.00
10				3	3	3	9	0			.00
30				152	152	152	456	885			10,039.65

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Fall 06, Spring 06

## Market Summary Report

SPRINGFIELD, MO - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

Buyer:Dudenhoeffer, Lisa

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KQRA-FM Alternative	102	\$3,135.00	31%	0%	33%	291.9 \$10.74
KSGF-FM News/Talk	63	\$981.00	10%	0%	14%	122.4 \$8.01
KSPW-FM Contemp. Hit radio	60	\$2,499.00	25%	0%	19%	168.3 \$14.85
KUNQ-FM Country	51	\$961.65	10%	0%	0%	0.0 \$0.00
KXUS-FM Classic Rock	57	\$1,287.00	13%	0%	15%	132.0 \$9.75
KZRQ-FM New Rock	66	\$1,176.00	12%	0%	19%	170.4 \$6.90
Market	399	\$10,039.65	100%	0%	100%	885.0 \$11.34

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
MD	111	\$2,891.40	29%	0%	32%	280.2 \$10.32
PM	93	\$2,802.15	28%	0%	26%	232.5 \$12.05
AM	117	\$3,797.10	38%	0%	35%	313.5 \$12.11
WD	69	\$549.00	5%	0%	7%	58.8 \$9.34
DA	9	\$0.00	0%	0%	0%	0.0 \$0.00
Market	399	\$10,039.65	100%	0%	100%	885.0 \$11.34

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	360	\$10,039.65	100%	885.0 \$11.34
10	9	\$0.00	0%	0.0 \$0.00
5	30	\$0.00	0%	0.0 \$0.00

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Fall 06, Spring 06

## Market Summary Report

SPRINGFIELD, MO - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Length Summary (continued ...)

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Market	399	\$10,039.65	100%	885.0 \$11.34

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	266	\$6,693.10	67%	590.0 \$11.34
Sep	133	\$3,346.55	33%	295.0 \$11.34
Market	399	\$10,039.65	100%	885.0 \$11.34

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	133	\$3,346.55	33%	295.0 \$11.34
2-Aug 20, 2007	133	\$3,346.55	33%	295.0 \$11.34
3-Aug 27, 2007	133	\$3,346.55	33%	295.0 \$11.34
Market	399	\$10,039.65	100%	885.0 \$11.34

### Campaign Remarks

#### Comments

All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Manual Ratings

## Market Summary Report

ST. JOSEPH - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201

Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KKJO-FM 105.5 Adult Contemporary	57	\$1,455.00	36%	0%	0%	0.0 \$0.00
KSJQ-FM Country	84	\$2,592.00	64%	0%	0%	0.0 \$0.00
Market	141	\$4,047.00	100%	0%	0%	0.0 \$0.00

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
AM	39	\$1,485.00	37%	0%	0%	0.0 \$0.00
MD	39	\$1,242.00	31%	0%	0%	0.0 \$0.00
DA	24	\$840.00	21%	0%	0%	0.0 \$0.00
WD	24	\$0.00	0%	0%	0%	0.0 \$0.00
PM	15	\$480.00	12%	0%	0%	0.0 \$0.00
Market	141	\$4,047.00	100%	0%	0%	0.0 \$0.00

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	141	\$4,047.00	100%	0.0 \$0.00
Market	141	\$4,047.00	100%	0.0 \$0.00

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	94	\$2,698.00	67%	0.0 \$0.00
Sep	47	\$1,349.00	33%	0.0 \$0.00



Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Manual Ratings

## Market Summary Report

ST. JOSEPH - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

Buyer:Dudenhoeffer, Lisa

### Monthly Summary (continued ...)

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Market	141	\$4,047.00	100%	0.0 \$0.00

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	47	\$1,349.00	33%	0.0 \$0.00
2-Aug 20, 2007	47	\$1,349.00	33%	0.0 \$0.00
3-Aug 27, 2007	47	\$1,349.00	33%	0.0 \$0.00
Market	141	\$4,047.00	100%	0.0 \$0.00

### Campaign Remarks

Comments
All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.

## Spot Calendar By Station

ST. JOSEPH Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Manual Ratings  
 Station: KSJQ-FM, KKJO-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

STN	DAYS	TIME	LEN	Aug			SPOTS	M 21-34			RATE	COST
				13	20	27		MSA (R)	GRP's	RTG		
KSJQ-FM												
AM	MTWTF--	06:00 am - 10:00 am	30	8	8	8	24	0.0	0.0	40.00	960.00	
MD	MTWTF--	10:00 am - 03:00 pm	30	8	8	8	24	0.0	0.0	33.00	792.00	
DA	MTWTF--	03:00 pm - 07:00 pm	30	8	8	8	24	0.0	0.0	35.00	840.00	
WD	-----S	06:00 am - 12:00 am	30	4	4	4	12	0.0	0.0	0.00	.00	
	ADDED VALUE											
	MTWTF--	12:00 am - 02:00 am	30	10	10	10	30	0.0	0.0	0.00	.00	
	ADDED VALUE											
KSJQ-FM Spot Totals				38	38	38	114	0	0		2,592.00	
KKJO-FM												
AM	MTWTF--	06:00 am - 10:00 am	30	5	5	5	15	0.0	0.0	35.00	525.00	
MD	MTWTF--	10:00 am - 03:00 pm	30	5	5	5	15	0.0	0.0	30.00	450.00	
PM	MTWTF--	03:00 pm - 07:00 pm	30	5	5	5	15	0.0	0.0	32.00	480.00	
WD	-----S	06:00 am - 12:00 am	30	4	4	4	12	0.0	0.0	0.00	.00	
	ADDED VALUE											
	MTWTF--	12:00 am - 02:00 am	30	10	10	10	30	0.0	0.0	0.00	.00	
	ADDED VALUE											
KKJO-FM Spot Totals				29	29	29	87	0	0		1,455.00	
Weekly Schedule				67	67	67	201	0				
Cost											4,047.00	
Spot Length Breakout												
# Spots												
30				67	67	67	201	0			4,047.00	

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Winter 07, Fall 06

## Market Summary Report

ST. LOUIS - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer:Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Station Summary

Station	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
KATZ-FM Urban Contemporary	108	\$4,335.00	6%	0%	10%	72.3 \$59.96
KPNT-FM 105.7 Alternative	123	\$18,855.00	27%	0%	26%	197.1 \$95.66
KSHE-FM 94.7 Album Oriented	120	\$16,920.00	25%	0%	24%	182.7 \$92.61
KSLZ-FM 107.7 Contemp. Hit radio	123	\$10,245.00	15%	0%	16%	123.3 \$83.09
WARH-FM 106.5 Contemp. Hit radio	123	\$18,270.00	27%	0%	24%	183.0 \$99.84
Market	597	\$68,625.00	100%	0%	100%	758.4 \$90.49

### Daypart Summary

Daypart	Spots	Cost	% of Spent	% of Budget	% of Demo	M 21-34 MSA R GRP CPP
DA	48	\$2,820.00	4%	0%	6%	47.1 \$59.87
AM	150	\$22,185.00	32%	0%	30%	226.5 \$97.95
PM	111	\$20,160.00	29%	0%	24%	181.5 \$111.07
EV	78	\$3,405.00	5%	0%	8%	60.9 \$55.91
MD	114	\$18,765.00	27%	0%	26%	200.4 \$93.64
WD	96	\$1,290.00	2%	0%	6%	42.0 \$30.71
Market	597	\$68,625.00	100%	0%	100%	758.4 \$90.49

### Length Summary

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
30	552	\$68,625.00	100%	758.4 \$90.49

Client: Missouri Dept of Transportation  
 Campaign: You Drink & Drive You Lose-Radio  
 Sweeps: Winter 07, Fall 06

## Market Summary Report

ST. LOUIS - Radio

Agency: True Media LLC  
 Agency: 29 South 9th, Suite 201

Columbia, MO 65201  
 Buyer: Dudenhoeffer, Lisa

Est #:

Flight Dates: 8/13/2007 to 9/2/2007

### Length Summary (continued ...)

Length	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
10	15	\$0.00	0%	0.0 \$0.00
5	30	\$0.00	0%	0.0 \$0.00
Market	597	\$68,625.00	100%	758.4 \$90.49

### Monthly Summary

Month	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
Aug	398	\$45,750.00	67%	505.6 \$90.49
Sep	199	\$22,875.00	33%	252.8 \$90.49
Market	597	\$68,625.00	100%	758.4 \$90.49

### Weekly Summary - Mon

Week	Spots	Cost	% of Spent	M 21-34 MSA R GRP CPP
1-Aug 13, 2007	199	\$22,875.00	33%	252.8 \$90.49
2-Aug 20, 2007	199	\$22,875.00	33%	252.8 \$90.49
3-Aug 27, 2007	199	\$22,875.00	33%	252.8 \$90.49
Market	597	\$68,625.00	100%	758.4 \$90.49

### Campaign Remarks

#### Comments

All spots must receive fair and equal rotation (at least 30 minutes) or spots will be credited. Makegoods must be in the same time period and approved in advance. Please sign contract and fax back to 573-443-8784 upon entering. Order may be cancelled or revised with two weeks notice according to industry standards. 10% added value required. ALL BILLING SHOULD BE ON A BROADCAST MONTH, and original invoices should be received by True Media no later than the 5th of each month.

## Spot Calendar By Station

ST. LOUIS Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Winter 07, Fall 06  
 Station: KATZ-FM, KPNT-FM, KSHE-FM, KSLZ-FM,  
 WARH-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

M 21-34

MSA (R)

STN	DAYS	TIME	LEN	Aug 13	Aug 20	Aug 27	SPOTS	GRP's	RTG	RATE	COST
<b>KATZ-FM</b>											
EV	-----S	07:00 pm - 12:00 am	30	3	3	3	9	4.5	0.5	25.00	225.00
DA	-----S	10:00 am - 07:00 pm	30	3	3	3	9	4.5	0.5	25.00	225.00
EV	-----S-	07:00 pm - 12:00 am	30	3	3	3	9	6.3	0.7	25.00	225.00
PM	MTWTF--	03:00 pm - 05:00 pm	30	5	5	5	15	15.0	1.0	80.00	1,200.00
MD	MTWTF--	12:00 pm - 03:00 pm	30	5	5	5	15	19.5	1.3	60.00	900.00
AM	MTWTF--	05:00 am - 06:00 am	30	4	4	4	12	3.6	0.3	10.00	120.00
EV	MTWTF--	07:00 pm - 10:00 pm	30	3	3	3	9	5.4	0.6	35.00	315.00
AM	MTWTF--	06:00 am - 09:00 am	30	5	5	5	15	13.5	0.9	75.00	1,125.00
AM	MTWTF--	06:00 am - 10:00 am	5	5	5	5	15	0.0	0.0	0.00	.00
ADDED VALUE SPONSORSHIP											
<b>KATZ-FM Spot Totals</b>				<b>36</b>	<b>36</b>	<b>36</b>	<b>108</b>	<b>72.3</b>			<b>4,335.00</b>
<b>KPNT-FM</b>											
MD	MTWTF--	10:00 am - 03:00 pm	30	8	8	8	24	50.4	2.1	220.00	5,280.00
AM	MTWTF--	06:00 am - 10:00 am	30	8	8	8	24	40.8	1.7	200.00	4,800.00
EV	MTWTF--	07:00 pm - 12:00 am	30	7	7	7	21	25.2	1.2	60.00	1,260.00
DA	-----S-	10:00 am - 05:00 pm	30	5	5	5	15	25.5	1.7	85.00	1,275.00
ADDED VALUE-URINAL CAKE PROMO											
PM	MTWTF--	03:00 pm - 07:00 pm	30	8	8	8	24	55.2	2.3	260.00	6,240.00
WD	MTWTFSS	06:00 am - 12:00 am	30	5	5	5	15	0.0	0.0	0.00	.00
ADDED VALUE											
<b>KPNT-FM Spot Totals</b>				<b>41</b>	<b>41</b>	<b>41</b>	<b>123</b>	<b>197.1</b>			<b>18,855.00</b>
<b>KSHE-FM</b>											
MD	MTWTF--	10:00 am - 03:00 pm	30	8	8	8	24	45.6	1.9	160.00	3,840.00
EV	MTWTF--	07:00 pm - 12:00 am	30	7	7	7	21	10.5	0.5	40.00	840.00
AM	MTWTF--	06:00 am - 09:00 am	30	8	8	8	24	69.6	2.9	285.00	6,840.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	8	8	8	24	48.0	2.0	200.00	4,800.00
DA	-----S	10:00 am - 05:00 pm	30	5	5	5	15	9.0	0.6	40.00	600.00
WD	MTWTFSS	06:00 am - 12:00 am	30	4	4	4	12	0.0	0.0	0.00	.00
ADDED VALUE											
<b>KSHE-FM Spot Totals</b>				<b>40</b>	<b>40</b>	<b>40</b>	<b>120</b>	<b>182.7</b>			<b>16,920.00</b>
<b>KSLZ-FM</b>											
EV	-----S-	07:00 pm - 11:00 pm	30	3	3	3	9	9.0	1.0	60.00	540.00
WD	-----S	03:00 pm - 08:00 pm	30	4	4	4	12	9.6	0.8	40.00	480.00
PM	MTWTF--	03:00 pm - 06:00 pm	30	9	9	9	27	29.7	1.1	130.00	3,510.00
AM	MTWTF--	06:00 am - 10:00 am	30	10	10	10	30	48.0	1.6	100.00	3,000.00
MD	MTWTF--	10:00 am - 03:00 pm	30	7	7	7	21	18.9	0.9	95.00	1,995.00
DA	-----S-	12:00 pm - 06:00 pm	30	3	3	3	9	8.1	0.9	80.00	720.00
WD	MTWTFSS	06:00 am - 12:00 am	5	5	5	5	15	0.0	0.0	0.00	.00
ADDED VALUE											
<b>KSLZ-FM Spot Totals</b>				<b>41</b>	<b>41</b>	<b>41</b>	<b>123</b>	<b>123.3</b>			<b>10,245.00</b>
<b>WARH-FM</b>											
WD	MTWTFSS	06:00 am - 12:00 am	30	9	9	9	27	32.4	1.2	30.00	810.00

Report Date: 8/15/2007

Page 1

## Spot Calendar By Station

ST. LOUIS Radio

Client: Missouri Dept of Transportation  
 Brand/Product: MODOT / Drink Drive Lose  
 Campaign: You Drink & Drive You Lose-Radio  
 Flight: 08/13/2007 - 09/02/2007  
 Sweep: Winter 07, Fall 06  
 Station: KATZ-FM, KPNT-FM, KSHE-FM, KSLZ-FM,  
 WARH-FM

True Media LLC  
 29 South 9th, Suite 201  
 Columbia, MO 65201

Buyer: Lisa Dudenhoeffer  
 Rate: Station Gross  
 Estimate:

### Weekly Distribution

								M 21-34				
				Aug	Aug	Aug	MSA (R)					
STN	DAYS	TIME	LEN	13	20	27	SPOTS	GRP's	RTG	RATE	COST	
AM	MTWTF--	06:00 am - 10:00 am	30	10	10	10	30	51.0	1.7	210.00	6,300.00	
MD	MTWTF--	10:00 am - 03:00 pm	30	10	10	10	30	66.0	2.2	225.00	6,750.00	
WD	MTWTF--	06:00 am - 08:00 pm	10	5	5	5	15	0.0	0.0	0.00	.00	
ADDED VALUE BILLBOARDS												
	MTWTF--	04:00 am - 06:00 am	30	3	3	3	9	0.0	0.0	0.00	.00	
ADDED VALUE												
PM	MTWTF--	03:00 pm - 07:00 pm	30	7	7	7	21	33.6	1.6	210.00	4,410.00	
WARH-FM Spot Totals				44	44	44	132	183			18,270.00	
Weekly Schedule				202	202	202	606	758.4				
Cost											68,625.00	
Spot Length Breakout												
# Spots												
5				10	10	10	30	0			.00	
10				5	5	5	15	0			.00	
30				187	187	187	561	758.4			68,625.00	

You Drink & Drive. You Lose.  
Radio Spot #3 – Law enforcement

**Captain Hull:** Cops everywhere are stepping up enforcement and cracking down on drunk driving like never before.

**Captain Hull:** This is Captain Tim Hull.  
Remember, if you're going out tonight, so are we.

**Captain Hull:** No amount of coffee, breath mints or chewing gum can help you hide when you've been drinking.

**SFX:** Sirens

**Captain Hull:** We WILL find you. You WILL get caught and you WILL be arrested.

**Captain Hull:** Nothing sobers you up like a quick trip to jail.

**SFX:** Jail cell door slamming shut.

**Announcer:** You drink and drive. You lose. ARRIVE ALIVE  
This message brought to you by the Missouri Coalition for Roadway Safety.

# Missouri Coalition for Roadway Safety



P.O. Box 270  
Jefferson City, Missouri 65102  
800.800.2358  
Fax: 573.634.5977  
[www.saveMOLives.com](http://www.saveMOLives.com)

*For more information contact Captain Tim Hull at 573-526-6115 or [tim.hull@mshp.dps.mo.gov](mailto:tim.hull@mshp.dps.mo.gov), or Laura Holloway at 573-751-5414 or [Laura.Holloway@modot.mo.gov](mailto:Laura.Holloway@modot.mo.gov).*

August 16, 2007 – For immediate release

## **Missouri Cracks Down on Impaired Drivers**

**You Drink & Drive. You Lose.**

JEFFERSON CITY – “You Drink & Drive. You Lose.” is the message of the Missouri Coalition for Roadway Safety’s annual, end-of-summer campaign aimed at stopping motorists driving under the influence of alcohol or drugs.

The statewide campaign begins mid-August with advertising about the dangers of impaired driving. Increased enforcement by state and local law enforcement agencies begins August 17 and runs through the Labor Day holiday.

“Our message is simple. No matter what you drive – a car, truck, sport utility vehicle or motorcycle – if we catch you driving under the influence of drugs or alcohol, we will arrest you,” said Colonel James F. Keathley, superintendent of the Missouri State Highway Patrol. “We are cracking down to stop impaired driving and keep Missouri’s roads safer.”

Consider these statistics:

- Last year in Missouri 273 people died in more than 7,900 alcohol-related traffic crashes.
- Last year in Missouri someone was killed or injured every 1.6 hours in an alcohol-related crash.



- Nationally, in 2005, nearly 13,000 people were killed in highway crashes involving a driver or motorcycle operator with an illegal blood alcohol concentration of .08 or higher – approximately one fatality every 41 minutes.

“If you’re going out and plan to drink, know that law enforcement will be out also and looking for drivers who are impaired,” said Keathley. “It’s not worth the risk.”

We are all part of the solution. Please consider the following tips:

- Don’t risk it – if you plan to drive, don’t drink.
- Encourage safe driving behaviors among family, friends and co-workers.
- Choose a designated driver before going out. A designated driver is someone who drinks NO alcohol at all.
- Take mass transit, a taxicab or ask a friend to drive you home.
- Party hosts should include alcohol-free beverages.
- Spend the night where the activity is being held.
- Report impaired drivers to law enforcement.
- Always wear your safety belt – it’s your best defense against an impaired driver.

The Missouri Coalition for Roadway Safety is a group of safety partners charged with leading the statewide implementation of *Missouri’s Blueprint for Safer Roadways*. The Blueprint outlines eight strategies to reduce fatal and serious injuries on our roadways. One of the essential eight strategies outlined is to increase enforcement, prosecution and conviction of alcohol- and drug-impaired drivers and pedestrians.

For more information, visit [www.saveMOlives.com](http://www.saveMOlives.com).

###

# NEWS RELEASE

**For Release:** (August 2007)

**For More Information Contact:** (Department Contact and Phone Number)

## ***You Drink & Drive. You Lose.***

**(Name of Agency) Cracking Down on Impaired Drivers**

(Name of City or County, State) – You Drink & Drive. You Lose.

The (Name of Agency) will be cracking down on impaired drivers Aug. 17 – Sept. 3 during the ***You Drink & Drive. You Lose.*** statewide campaign. Law enforcement efforts will be increased in an endeavor to reduce the deaths and serious injuries caused by impaired drivers. Those caught drinking and driving could lose their license, money and freedom.

“Driving while intoxicated is one of the most common violent crimes, randomly killing or injuring someone in Missouri every one and one-half hours,” stated (Name of Chief or Sheriff). “These tragedies are preventable when drivers make a simple, smart choice not to drink and drive.”

Is it worth it? Consider some of the consequences if you choose to drive while intoxicated:

- If you cause a fatal crash while intoxicated, you can be charged with Involuntary Manslaughter, a felony resulting in up to seven years of jail time, a \$5,000 fine or both.
- Your license can be suspended for 90 days on your first conviction. You could be fined up to \$500 and spend up to six months in jail.
- A second conviction results in a yearlong revocation of your license. You could be fined up to \$1,000 and spend up to one year in jail.
- Minors may additionally be subject to a Minor in Possession citation, resulting in license suspension for 90 days for a first offense. This is *in addition* to any suspension resulting from “point” assessment on an alcohol conviction.
- Insurance coverage will be difficult to find and your rates will be significantly higher.

# NEWS RELEASE

**For Release:** (September 2007)

**For More Information Contact:** (Department Contact and Phone Number)

## ***You Drink & Drive. You Lose.***

### **(Name of Agency) Cracks Down on Impaired Drivers**

(Name of City or County, State) – Missouri roads are safer, thanks to law enforcement cracking down on impaired drivers and working to make sure motorists think twice about traffic safety.

The (Name of Agency) participated in the You Drink & Drive. You Lose. crackdown conducted Aug. 17 – Sept. 3, 2007. During the enforcement effort, officers issued a total of (number) traffic tickets including: (number) driving while intoxicated; (number) speeding tickets; (number) safety belt tickets; and (number) other traffic violations. (Number) felony arrests were made as a result of the crackdown.

“When we remove a drunk driver from the roads, we’re all safer,” stated (Name of Chief or Sheriff). “Law enforcement will continue to encourage drivers to make a simple, smart choice to drive sober.”

Funding for this effort was provided through a grant from the Missouri Department of Transportation’s Highway Safety Division in cooperation with the National Highway Traffic Safety Administration and the Missouri Safety Center.

###



# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Work Zone Paid Media

**PROJECT NUMBER:**

07-PM-02-05

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Drivers in work zones

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The objective of this in-house memo project is to increase awareness of work zone safety among Missouri drivers ages 16 to 25.

A multi-media campaign will be developed to inform motorists on work-zone safety issues. Forms of media utilized may include outdoor, radio, television, road signs and Web site.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

According to the Missouri Traffic Safety Compendium, 15 people were killed and 1,002 were injured in work zone and construction areas in 2005.

Research from the Drive Smart campaign concludes that motorists between the ages of 16 and 25 comprise the largest group involved in work-zone related crashes, accounting for more than 35 percent of the fatal crashes.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

**GOALS AND OBJECTIVES:****Goal:**

To educate Missouri drivers on the importance of work zone safety and the reality of work zone crashes.

**Objective:**

To increase awareness of work zone safety among Missouri drivers ages 16 to 25 as seen through a 25 percent decrease in work zone crashes among this age group within one year of implementation.

## RESULTS:

Work zone awareness week for 2007 is April 2-6, and the traditional kickoff of the highway construction season.

### Background

In 2003, MoDOT formed Missouri's first ever work-zone safety campaign to reduce work-zone related crashes by informing and educating drivers about work-zone safety. The campaign has been very successful in spreading awareness and saving lives.

MoDOT had its largest construction season ever in 2006 with more than 1,000 construction work zones statewide. This number doesn't include various maintenance and other smaller work zones. 2007 was another large construction season. With so many projects, we want to let motorists know what is happening, what they can do to avoid delays and how to arrive safely at their destination.

### Stats

- In 2006, 20 people were killed in work zones - this includes two MoDOT workers and two contractors, as well as 1,197 people injured in work zones.
- In 2005, 15 people died and 1,005 were injured in work-zone crashes. This is a 46.4 percent decrease from 2004 where 28 motorists died and a 14.2 percent decrease when 1,171 were injured.
- Between 2001 and 2005, 119 people were killed and 6,445 people were injured in Missouri work zones.
- Since 2000, eight MoDOT employees have been killed in work zones.
- Inattention, exceeding the speed limit and following too closely are the leading causes of work-zone crashes.
- The number one reason people die in traffic crashes in work zones and elsewhere on the highways is failure to wear their safety belts. In 2006, of the 1,090 fatalities, 894 were occupant fatalities. Of the occupant fatalities, 70.7 percent (576) were not wearing their seat belt.

### Target Audience

Internal- employees

External- all motorists, but specifically male drivers 16-24 and 25-54

### Goals

- Project a consistent safety message statewide
- Provide a new creative message for this year's campaign
- Build on the Ken Hoierman television spots from 2006
- Ultimately decrease fatalities, injuries, crashes and driver frustrations on Missouri highways and in work zones

### Key Messages/Objectives

The overall goal of this campaign is to save lives and reduce injuries in work zones on Missouri roadways. This year's campaign will focus on two primary aspects: awareness and safety.

### The Difference is You. Drive Smart.

This is our traditional message, which indicates motorists are in control of their safety by making good choices. Motorists can "Drive Smart" by staying attentive, obeying speed limits and traffic laws and being aware of their surroundings.

#### Arrive Alive

This is the theme we use for all safety-related campaigns at MoDOT, and our work with the Missouri Coalition for Roadway Safety.

#### Watch Out for Us Out There

To go along with the Ken Hoierman spot, we stressed not only the importance of driving smart for motorist safety, but also for worker safety. Ken was a MoDOT worker killed in a work zone in 2006.

#### Creative

Traditionally we have used radio, billboards, and earned media. In 2007, we also kicked off the season with a television spot that had also run in fall 2006.

#### Expenditures (Estimate)

True Media radio ads	\$200,418.03
Missourinet radio ads	\$50,400
Baseball radio ads	\$127,366.50
Billboard advertising	\$90,000
Television	\$166,492.54
Posters and tip sheets	\$0
Payroll stuffers	\$0
Banners	\$0
Statewide map	\$8,000
Point of purchase	\$0
Total	\$652,677.07

#### Summer 2007

April, May - \$333,000  
June, July, August, September - \$302,000  
Total for summer '07 - \$652,677  
Spring '08 - \$134,000

#### Timetable

The traditional kickoff is around work-zone safety week in April 2-6, when our construction season starts. The campaign continues through the summer and includes the week before and after Labor Day. Traditionally, because this is a long-running campaign, we like to concentrate our efforts before the summer holidays -

- Work Zone Awareness Week Kickoff in April
- Memorial Day
- mid-June because it's a heavy vacation time
- Independence Day
- late July for vacationers
- Labor Day

#### Perceived Challenges

There are many messages out there competing for motorists' attention. Work zones are probably not at the top of their list. With so many work zones this season, it is difficult to curb driver frustration. It is difficult to get motorists to check the Web site, pay attention to message boards, be patient and choose alternate routes.

The campaign tools included statewide media, press events, a work zone link from the MoDOT web site where the public could go for all work-zone-related information, billboards near major work zones in Missouri, as well as employee and public-awareness events throughout the districts all year long. An orange light campaign ran statewide where the districts worked to light major landmarks in their area orange during Work Zone Awareness Week.

Supporting materials included informational fliers, magnets, internal poster about Work Zone Awareness Week, Drive Smart pens, a statewide work zone map, and a compelling television spot featuring a highway worker who was killed in 2006. A statewide news release, talking points and articles in the employee newsletter, Connections, helped to publicize the effort in addition to press events and the orange light campaign.

#### Media

The department worked with TrueMedia and Learfield Communications network for radio, cable, broadcast, billboards, and sports marketing. More details regarding the media buy can be found in attached materials.

#### Other Misc.

Updated Web site

ATSSA/MODOT poster contest

State Fair display

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#### **FUNDING:**

402 : \$125,000.00

#### **HS CONTACT:**

Laura Holloway

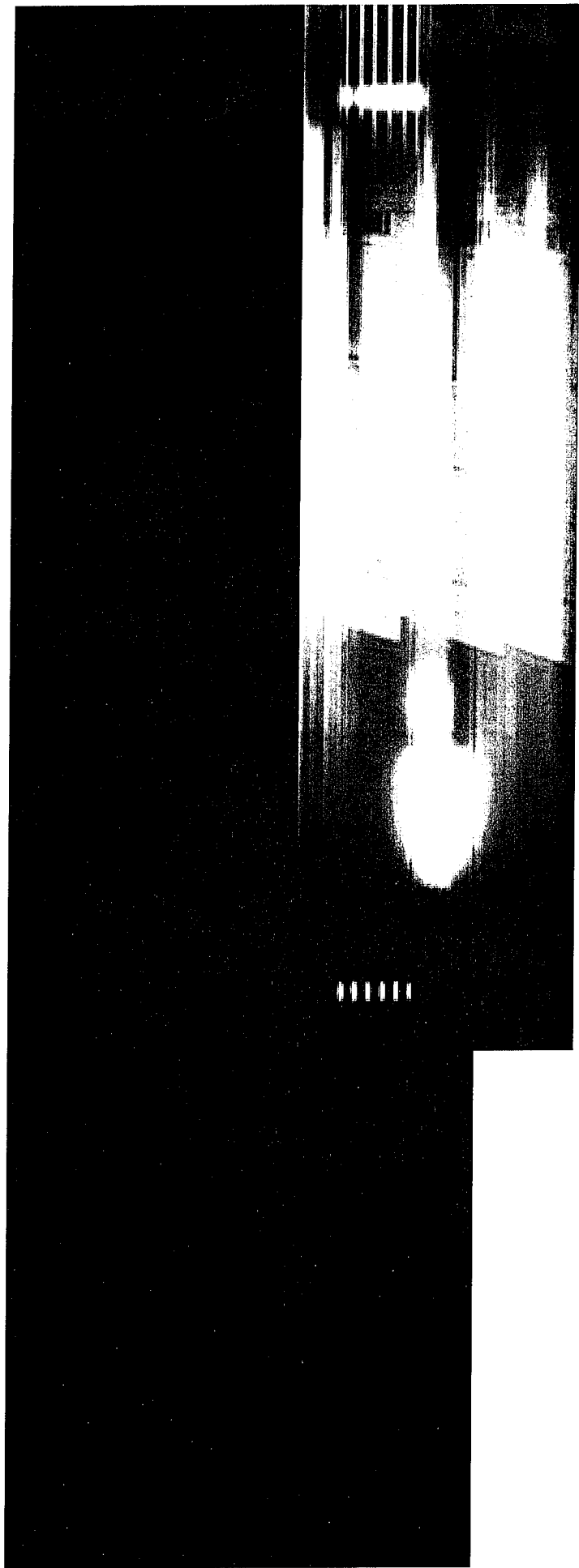
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P.O. Box 270

Jefferson City, MO 65102

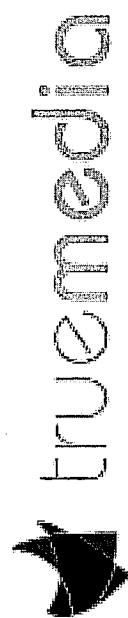
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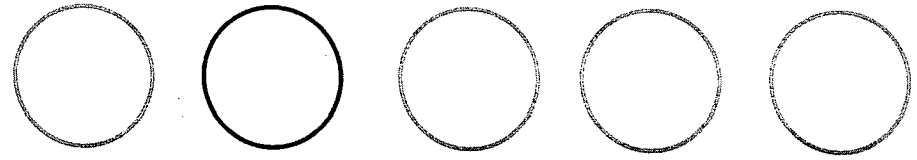
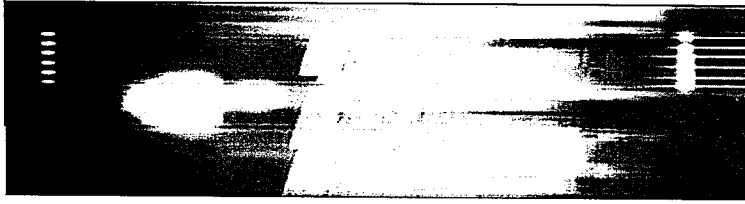




MoDot

Work Zone Safety 2007





# Missouri Department of Transportation

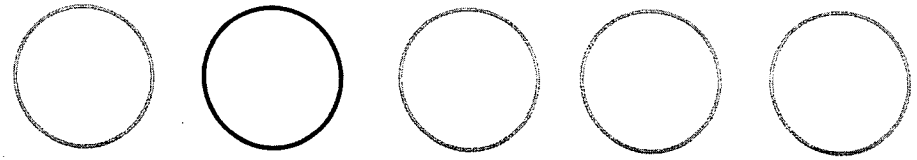
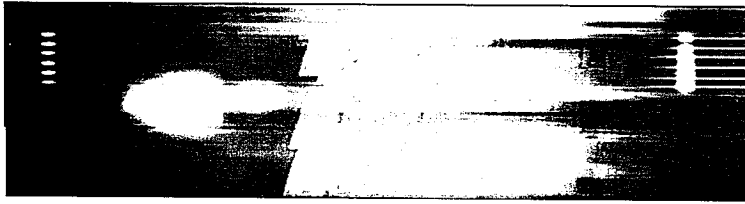
## Work Zone Safety

### Campaign Summary

- Geography: Statewide
- Media: Sports, Radio, Cable, Broadcast, Billboards
- Demographic: M 18-24, M 25-54
- Budget: \$585,000



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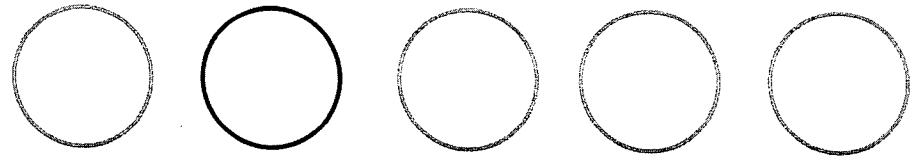
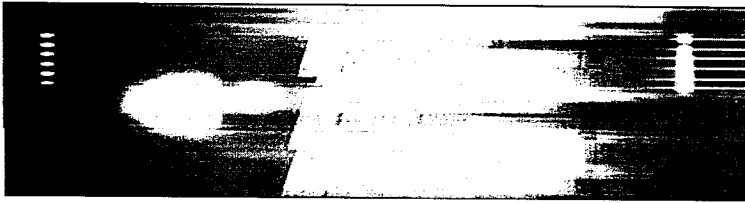


# Sports Marketing

- Kansas City Royals
  - 1 :30 second ad to air in-game (162 ads)
  - 1 sponsorship billboard during each of the 162 games
  - 1 sponsorship billboard of “Major League Scoreboard Updates” during each of the 162 games
  - Opportunity to interview director during one game in the St. Louis/Royals series
  - Opportunity to distribute promotional products during one game in April (upon fans exit of stadium)
- Total Investment: \$52,320



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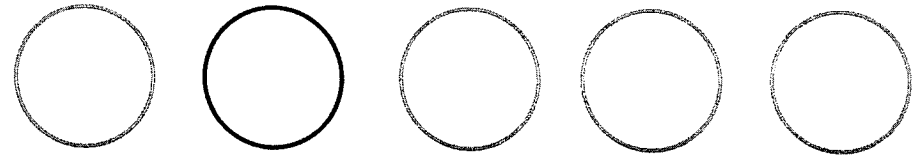
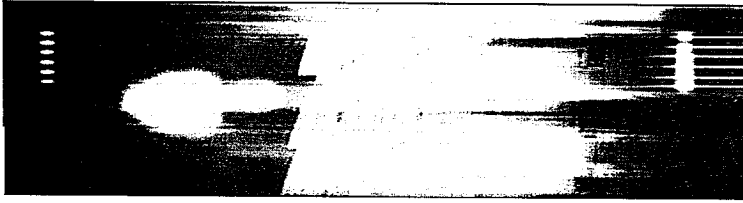


# Sports Marketing

- St. Louis Cardinals
  - 1 :30 second ad to air in-game (81 ads)
  - ½ page ad in game day magazine (April)
  - 25 :30 second PSA announcements in month of April on KTRS promoting National Work Zone Awareness Month
- Total Investment: \$75,046.50



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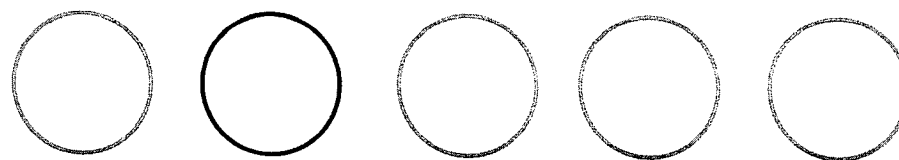
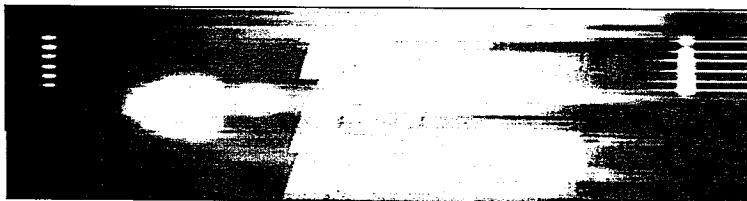


## Radio 18-24

- **Columbia (\$12.14cpp)**
  - KCMQ
  - 708 GRPs
  - \$7,960.49
- **Kansas City (\$38.82cpp)**
  - KQRC
  - 892.2 GRPs
  - \$32,186.61
- **Cape Girar. (\$10.92cpp)**
  - KEZS
  - 698.4 GRPs
  - \$7,626.95
- **Hannibal**
  - WCOY
  - \$4,707.87
- **Kirksville**
  - KTUF
  - \$4,069.19
- **Springfield (\$7.45cpp)**
  - KQRA
  - 960 GRPs
  - \$6,626.33
- **St. Joseph**
  - KSJQ
  - \$7,560.24
- **St. Louis (\$80.00cpp)**
  - KPNT
  - 404.4 GRPs
  - \$32,353.38



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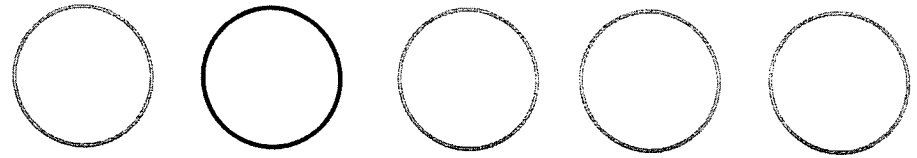


## Radio 25-54

- **Columbia (\$17.96 cpp)**
  - KCLR
  - 462.6 GRPs
  - \$8,305.15
- **Cape Girar. (\$15.31cpp)**
  - KGMO
  - 572.4 GRPs
  - \$8,760.98
- **Springfield (\$21.71cpp)**
  - KTTS
  - 560.4 GRPs
  - \$12,163.09
- **St. Louis (\$96.52cpp)**
  - KSHE
  - 402 GRPs
  - \$38,801.82
- **Joplin (\$8.48 cpp)**
  - KXDG
  - 721.2 GRPs
  - \$6,114.90



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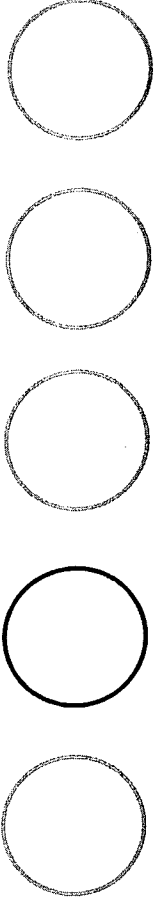
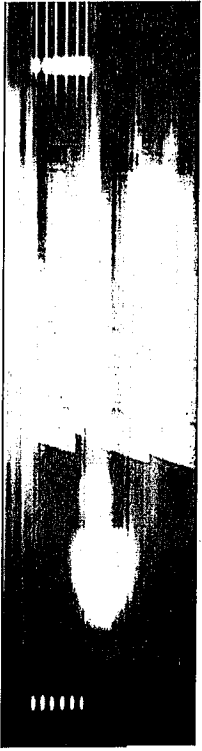


## Radio 25-54

- Metro Networks
  - St. Louis
    - April 9-15, 23-29
    - May 7-13, 21-27
    - 30 spots/week
  - \$6,670.80
- Metro Networks
  - Kansas City
    - April 2-15
    - April 30-May 13
    - May 21-June 3
    - June 11-17, 25-July 1
    - July 9-15, 23-29
    - August 27-Sept 2
    - 30 spots/week
  - \$16,510.23



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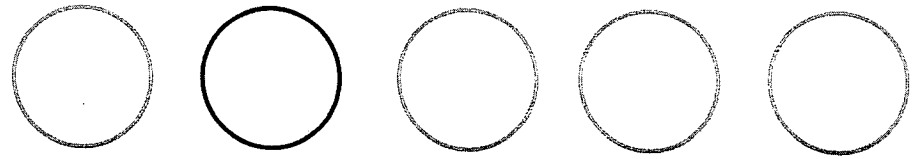
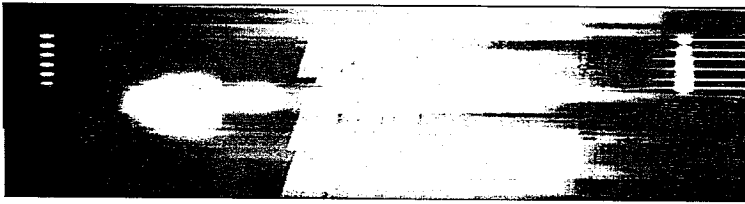
## Billboard

- \$90,000
- To be placed along highway workzones



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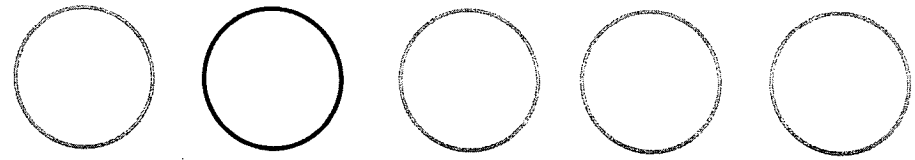


## Cable

- **Columbia (\$15.47 cpp)**
  - OnMedia
  - 458.60 GRPs
  - \$7,094.77
- **Joplin (\$4.17 cpp)**
  - CABLENET
  - 217.3 GRPs
  - \$901.48
- **Cape Girar. (\$20.23 cpp)**
  - City Cable, SEMO, Time Warner
  - 288.80 GRPs
  - \$5,844.36
- **Hannibal (\$5.18 cpp)**
  - CABLEONE, INSIGHT
  - 370.5 GRP's
  - \$1,918.78
- **Kansas City (\$46.94cpp)**
  - Time Warner/Central, TW-Comcast/Eastern, TW/North, Warrensburg-Clinton
  - 685.1 GRPs
  - \$32,158.82
- **Springfield (\$21.29 cpp)**
  - CABLEONE, Fidelity, OnMedia
  - 604.80 GRPs
  - \$12,874.56
- **St. Louis (\$80.18 cpp)**
  - Charter
  - 494 GRPs
  - \$39,607.88



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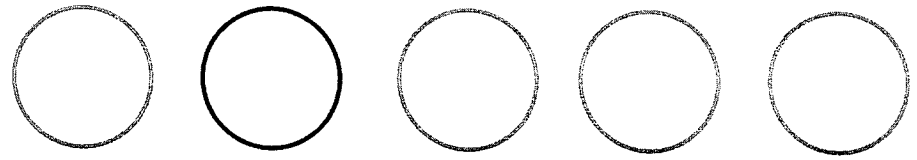
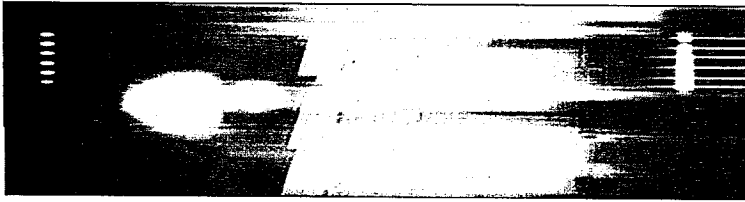


## Broadcast

- Columbia (\$25.39 cpp)
  - KMIZ-ABC
  - KOMU-NBC
  - KQFX-FOX
  - KRCG-CBS
  - 401.3 GRPs
  - \$10,186.87
- Springfield (\$57.72 cpp)
  - KOLR-CBS
  - KSFX-FOX
  - KSPR-ABC
  - KYTV-NBC
  - 242.2 GRPs
  - \$13,980.89
- Kansas City (\$132.42 cpp)
  - KCTV-CBS
  - KMBC-ABC
  - KSHB-NBC
  - 101.1 GRPs
  - \$13,387.93
- St. Louis (\$263.74 cpp)
  - KDNL-ABC
  - KSDK-NBC
  - KTVI-FOX
  - 108.2 GRPs
  - \$28,536.20



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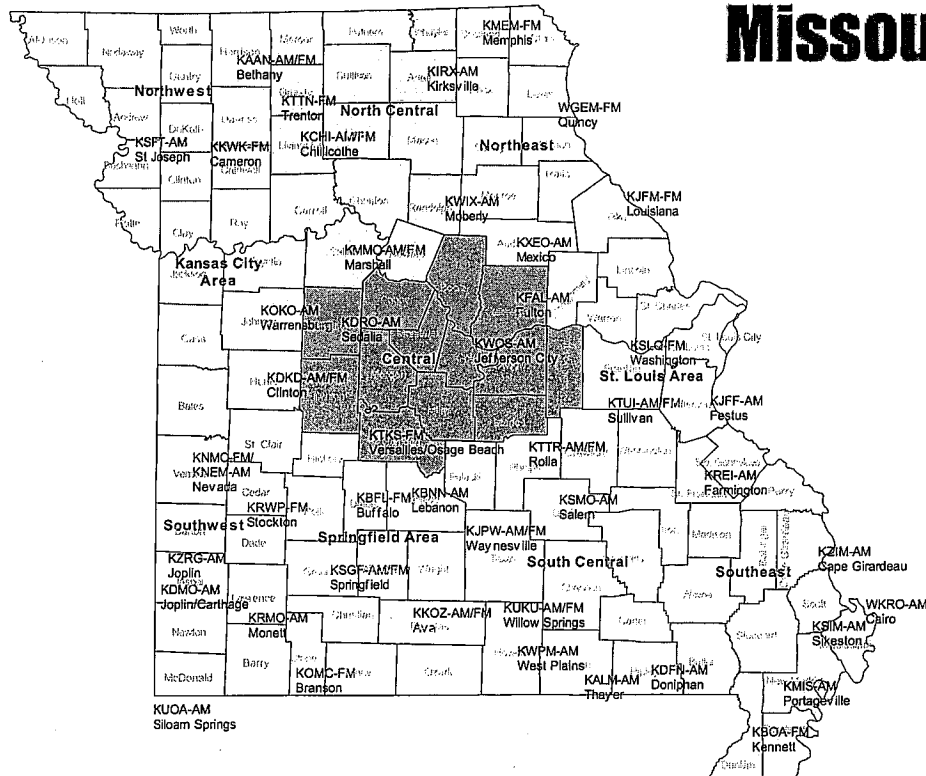
## Summary

• Kansas City Royals	\$52,320.00
• St. Louis Cardinals	<u>\$75,046.50</u>
• Sports Sub Total	\$127,366.50
• Radio	\$200,418.03
• Billboards	\$90,000.00
• Cable	\$100,400.65
• Broadcast	\$66,091.89
• Total	\$584,277.07



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# Missourinet



KKOZ-AM	Ava	KBOA-FM	Kennett	KSGF-AM	Springfield
KKOZ-FM	Ava	KIRX-AM	Kirkville	KSGF-FM	Springfield
KAAN-AM	Bethany	KBNN-AM	Lebanon	KSFT-AM	St Joseph
KAAN-FM	Bethany	KJFM-FM	Louisiana	KRWP-FM	Stockton
KOMC-FM	Branson	KMMO-AM	Marshall	KTUI-AM	Sullivan
KBFL-FM	Buffalo	KMMO-FM	Marshall	KTUI-FM	Sullivan
WKRO-AM	Cairo	KMEM-FM	Memphis	KALM-AM	Thayer
KKWK-FM	Cameron	KXEO-AM	Mexico	KTNN-FM	Trenton
KZIM-AM	Cape Girardeau	KWIX-AM	Moberly	KTGS-FM	Versailles/Osage Beach
KCHI-AM	Chillicothe	KRMO-AM	Monett	KOKO-AM	Warrensburg
KCHI-FM	Chillicothe	KNEM-AM	Nevada	KSLQ-FM	Washington
KDKD-AM	Clinton	KNMO-FM	Nevada	KJPW-AM	Waynesville
KDKD-FM	Clinton	KMIS-AM	Portageville	KJPW-FM	Waynesville
KDFN-AM	Doniphan	WGEM-FM	Quincy	KWPM-AM	West Plains
KREI-AM	Farmington	KTTR-AM	Rolla	KUKU-AM	Willow Springs
KJFF-AM	Festus	KTTR-FM	Rolla	KUKU-FM	Willow Springs
KFAL-AM	Fulton	KSMO-AM	Salem		
KWOS-AM	Jefferson City	KDRO-AM	Sedalia		
KZRG-AM	Joplin	KSIM-AM	Sikeston		
KDMO-AM	Joplin/Carthage	KUOA-AM	Siloam Springs		

Affiliates may be added or deleted from time to time. Broadcasts may occasionally conflict with local programming, in which case makegood commercials will be aired on the stations.

# Missourinet

## 2007 Statewide Workzone Campaign

- MO DOT received 8,120 messages during the 2007 Statewide Workzone campaign.
- The campaign aired on 56 stations throughout Missouri, Monday-Saturday, 6 am - 7 pm.
- 25 :30 second messages aired April 2-7 -- Workzone Awareness Week
- 23 :30 second messages aired during each of the following weeks:

May 21-26 - Memorial Day Holiday

June 11-16 - Key Vacation Time

July 2-7 - 4th of July Holiday

July 16-21 - Key Vacation Time

August 27-September 1 - Labor Day Holiday

- The campaign provided:\*  
Gross Impressions: 4,704,000  
The number of different times your message will be heard.  
Frequency: 14.2  
The average number of times a person in your target audience was exposed to your message.  
\*Arbitron Maximiser Spring 2007 Survey

Investment: \$50,400 net

## ADDED VALUE

### Radio

- 5 additional :30 second bonus messages aired during the following weeks:  
July 16-21 - (2 :30 messages aired)  
August 27- September 1 - (3 :30 messages aired)

### Creative

Learfield created workzone messages at no additional cost. (Creative is owned by MO DOT and available for use at other media outlets.)

### Internet

MO DOT received a banner and message ad on the Missourinet Daily Headlines focusing on MO DOT's key message for workzones. (6 months, April-September)

MO DOT received a banner ad and link on [www.missourinet.com](http://www.missourinet.com) (6 months, April-September)



The reach you need. The results you want.

MISSOURI DEPARTMENT of TRANSPORTATION  
WORK ZONE  
2007 TELEVISION POST SUMMARY

		# Paid	# PSA	# Total	Final Gross	Final Net	Final MODOT	M25-54 Final	M25-54 TOTAL	Index	
<u>Market</u>	<u>Station</u>	<u>Spots</u>	<u>Spots</u>	<u>Spots</u>	<u>Cost</u>	<u>Cost</u>	<u>Cost</u>	<u>Est. GRPS</u>	<u>GRPS</u>	<u>Total vs. Est.</u>	<u>Other Elements/Comments</u>
Columbia/ Jefferson City	KQFX, KMIZ, KOMU, KRCG, KZOU	102	108	210	\$ 10,820.00	\$ 9,197.00	\$ 10,024.73	397.9	333.4	84%	Running bonus spots in 4th qtr.
Kansas City	KCTV, KMBC	8	12	20	\$ 5,025.00	\$ 4,271.25	\$ 4,655.66	28.0	30.7	110%	
Springfield	KOLR, KSFX, KSPR, KYTV	68	44	112	\$ 15,090.00	\$ 12,826.50	\$ 13,980.85	242.2	226.9	94%	
St. Louis	KTVI, KSDK, KDNL	29	6	35	\$ 30,800.00	\$ 26,180.00	\$ 28,536.20	108.2	112.1	104%	
	<b>TELEVISION TOTAL</b>	<b>207</b>	<b>170</b>	<b>377</b>	<b>\$ 61,735.00</b>	<b>\$ 52,474.75</b>	<b>\$ 57,197.44</b>				

2007 CABLE POST SUMMARY

Cape Girardeau	Total	187	141	328	\$ 6,143.00	\$ 5,221.55	\$ 5,691.49	279.5	250.9	90%	
Joplin	Total	177	472	649	\$ 973.00	\$ 827.05	\$ 901.48	217.3	226.6	104%	
St. Louis	Total	741	0	741	\$ 42,750.00	\$ 36,337.50	\$ 39,607.88	494.0	489.9	99%	
Columbia	Total	172	21	193	\$ 5,251.20	\$ 4,463.52	\$ 4,865.24	253.6	227.8	90%	
Kansas City	Total	2431	89	2520	\$ 34,303.00	\$ 29,157.55	\$ 31,781.73	1282.3	1223.5	95%	
Springfield	Total	523	394	917	\$ 13,896.00	\$ 11,811.60	\$ 12,874.64	266.7	643.7	241%	
Hannibal	Total	379	364	743	\$ 2,071.00	\$ 1,760.35	\$ 1,918.78	374.5	427.4	114%	

CABLE TOTAL	4610	1481	6091	\$ 105,387.20	\$ 89,579.12	\$ 97,641.24
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# 2007 RADIO POST SUMMARY

(Stations were purchased either for the M25-54 demo or the M18-24 demo)

								M25-54/M18-24 Final Est. GRPS	M25-54/M18-24 TOTAL GRPS	Index Total vs. Est.	
Columbia/ Jefferson City	KCMQ, KCLR	396	0	396	\$ 17,556.00	\$ 14,922.60	\$ 16,265.34	1297.9/811.5	954.9/247.3	74%/30%	Billboard Sponsorships
Joplin	KXDG	216	30	246	\$ 6,600.00	\$ 5,610.00	\$ 6,114.90	721.2/351.6	469.1/359.6	65%/102%	
Kansas City	KQRC	240	36	276	\$ 34,740.00	\$ 29,529.00	\$ 32,186.61	368.3/829.2	448.3/600.9	122%/72%	
Paducah/Cape Girar/Harr.	KEZS,KGMO	396	135	531	\$ 17,688.00	\$ 15,034.80	\$ 16,387.93	No ratings available			
Kirksville	KTUF	180	0	180	\$ 4,392.00	\$ 3,733.20	\$ 4,069.19	No ratings available			Billboard Sponsorships
Hannibal	WCOY	216	40	256	\$ 4,320.00	\$ 3,672.00	\$ 4,002.48	No ratings available			
Springfield	KTTS, KQRA	372	48	420	\$ 20,280.00	\$ 17,238.00	\$ 18,789.42	726.0/1740.0	655.2/1537	90%/88%	Billboard Sponsorships
St. Joseph	KNIM	341	44	385	\$ 8,701.55	\$ 7,396.32	\$ 8,061.99	No ratings available			
St. Louis	KPNT, KSHE	360	109	469	\$ 76,800.00	\$ 65,280.00	\$ 71,155.20	560.4/668.4	686.8/835.3	123%/125%	
	<b>RADIO TOTAL</b>	<b>2717</b>	<b>442</b>	<b>3159</b>	<b>\$ 191,077.55</b>	<b>\$ 162,415.92</b>	<b>\$ 177,033.06</b>				
	<b>COMBINED TV/ RADIO/CABLE</b>	<b>7534</b>	<b>2093</b>	<b>9627</b>	<b>\$ 358,199.75</b>	<b>\$ 304,469.79</b>	<b>\$ 331,871.74</b>				

# n e w s

## Missouri Department of Transportation

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*For more information, contact Melissa Black or Sandy Hentges at (573) 526-4141 or Community Relations at (573) 751-2840.*

*Release available @  
[www.modot.org](http://www.modot.org)*

March 28, 2007 – For immediate release

No. 16G

### **MoDOT Turns Missouri Orange for Work Zone Awareness** *2007 Marks Another Big Year for Construction*

This construction season, the Missouri Department of Transportation is turning the state orange! Some MoDOT buildings and landmarks throughout the state will be lit orange from April 2-6 in recognition of National Work Zone Awareness Week, which marks the start of another big season of highway construction.

With the successful completion of the Smooth Roads Initiative that brought 2,200 highway miles up to good condition, MoDOT is now improving 5,600 miles of roadways over the next five years. The improvements will bring 85 percent of Missouri's major highways up to good condition by 2011.

"The Smooth Roads Initiative was such a successful program and made a noticeable difference in the look and feel of our roadways," said Hillis said. "Although it will be a tough act to follow, we are excited about our new Better Roads, Brighter Future project. The successful completion of the project has the potential to prevent 85 injuries a year, save 10 lives a year, support more than 48,000 jobs, save \$100 million a year in fuel costs and create more attractive places for businesses to locate."

The 2007 construction season will be the first with Missouri's new work zone law that passed in August 2006. The law means big penalties for reckless drivers - injuring or killing a highway worker could cost \$10,000, as well as losing your license for a year and/or jail time. New work zone signs reflecting the penalties can be found all over the state. The new law also strengthened several other provisions. More information about the newest laws can be found at [www.modot.org](http://www.modot.org).



“We’re constantly making our work zones safer and smarter with new technology and brighter signs to help prepare drivers for what’s ahead,” Hillis said. “We now have the tools to alert motorists about construction zones ahead of time.”

But with 1,000 work zones this year, there will be some delays, frustrations and opportunities for drivers to be distracted. “We ask motorists to be patient with us and remember to always buckle up and Drive Smart,” Hillis said.

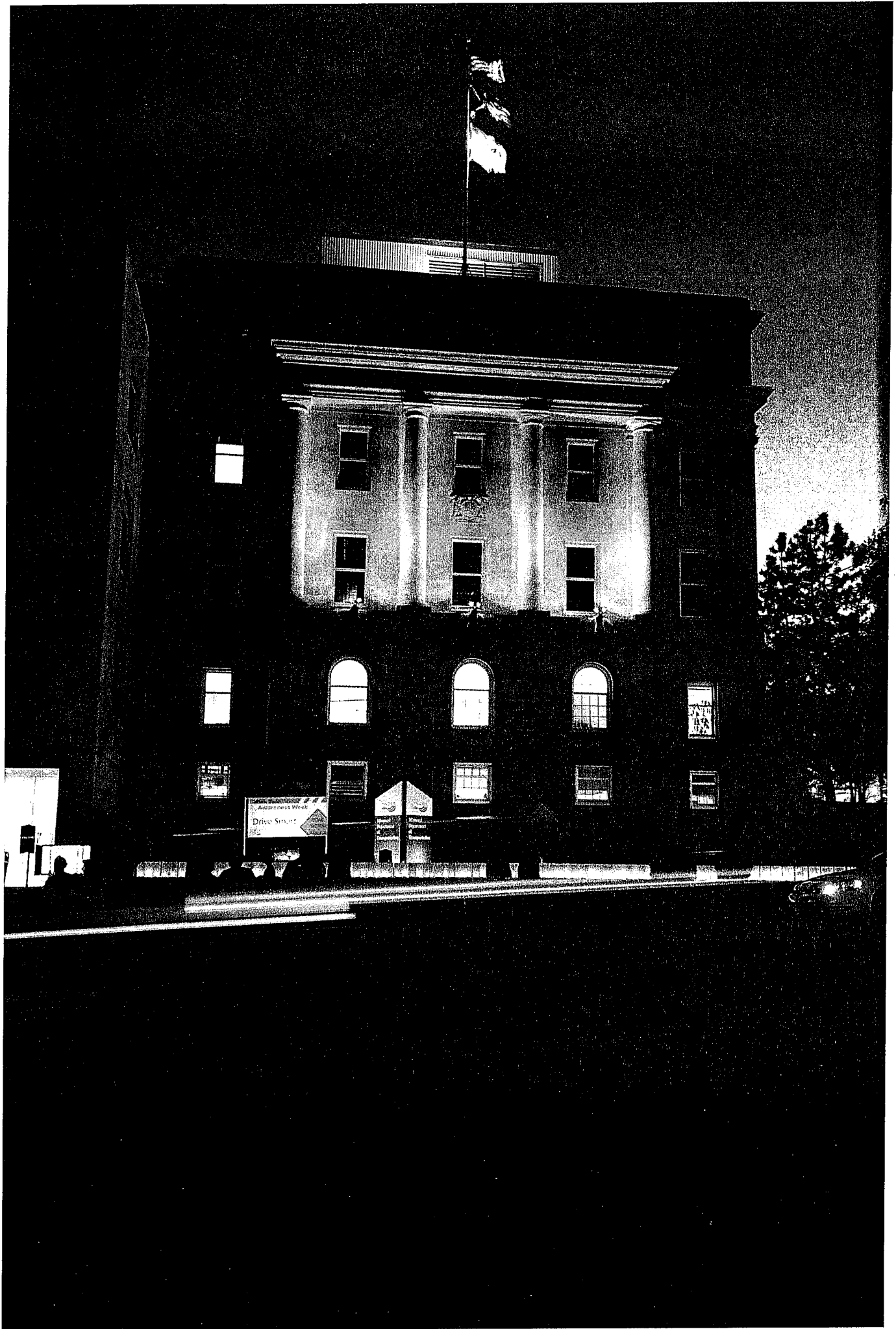
Four MoDOT employees were killed last year in the line of duty. This year one of the messages in MoDOT’s work zone awareness campaign features Ken Hoierman, a worker who was tragically killed in August of 2006 in a work zone. The message urges drivers to Watch Out for Us. A memorial page for those killed in the line of duty can be found at MoDOT’s Web site, [www.modot.org/workzones/inmemory.htm](http://www.modot.org/workzones/inmemory.htm).

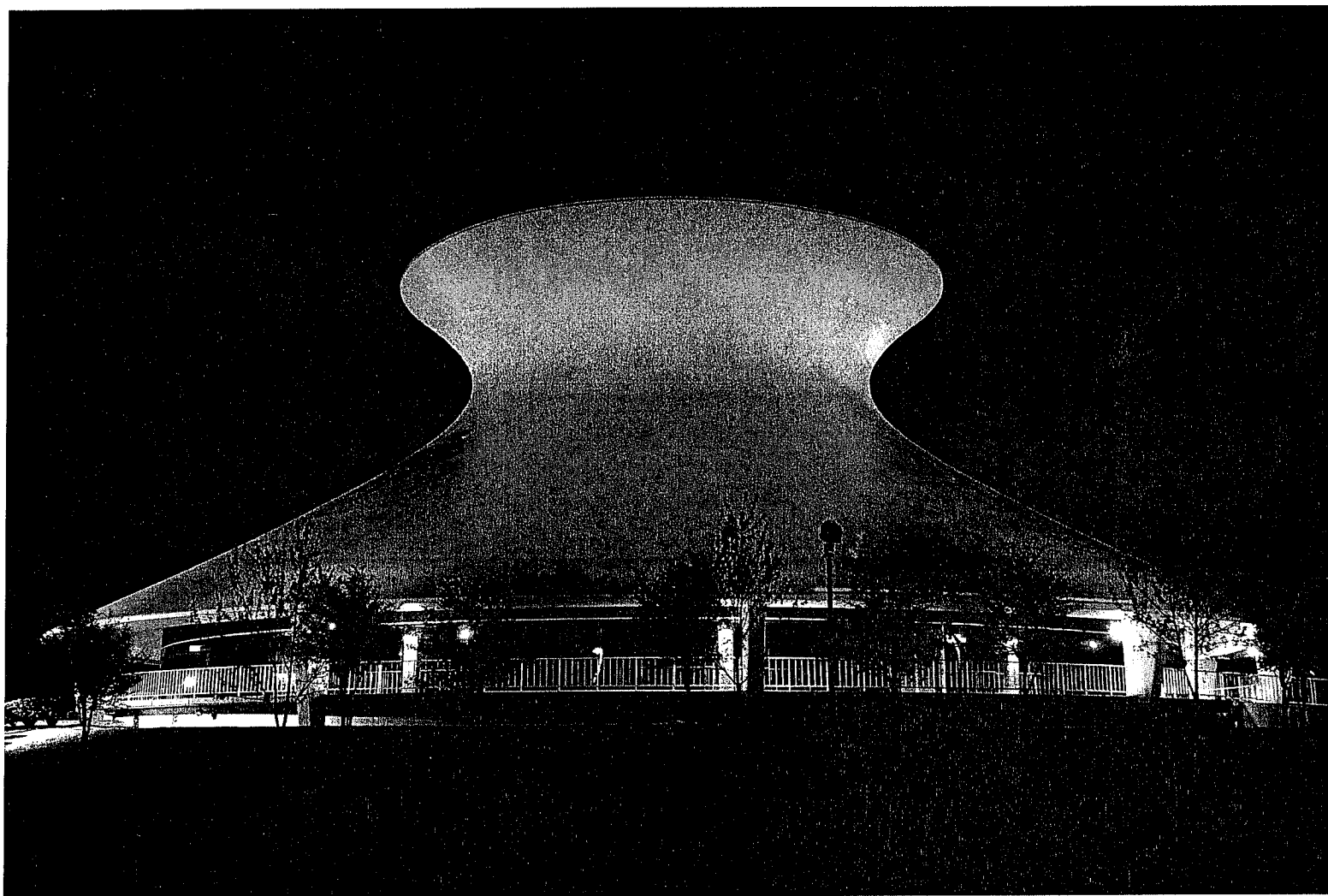
According to Missouri statistics, most work zone crashes are caused by inattention, excessive speed and following too closely. Motorists are the ones most likely to be killed or injured in a work-zone crash. In 2006, 20 people were killed and 1,197 injured in work zones.

“In the grand scheme of things, a few minutes of inconvenience means years of smoother, safer driving,” Hillis said. “We’re doing our part to keep you moving through Missouri, but the difference is you. Drive Smart and Arrive Alive.”

For more information about construction projects, work zones statewide or to access the 2007 statewide work zone construction map, visit [www.modot.org](http://www.modot.org) or call 888-ASK-MODOT (275-6636).

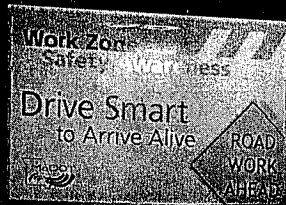
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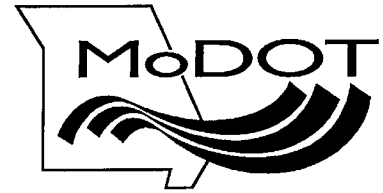




# n e w s

Missouri Department of Transportation

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For more information, contact Outreach Coordinators, Melissa Black or Sandy Hentges at (573) 526-4141.

Release available @  
[www.modot.org](http://www.modot.org)

April 2, 2007

## MEDIA ADVISORY

### **MoDOT Kicks Off 2007 Construction Season with Orange Lights**

This construction season, the Missouri Department of Transportation is turning the state orange! Some MoDOT offices around the state and other landmarks will be lit with orange lights from April 2-6 during National Work Zone Awareness Week -- the start of another big construction season.

**WHO:** MoDOT Director of System Management Don Hillis, Representative Neal St. Onge, Senator Bill Stouffer, Missouri State Highway Patrol Superintendent Colonel James Keathley and Kelly Hoierman, the wife of Ken Hoierman, a MoDOT employee killed in a work zone in August 2006.

**WHAT:** A statewide media event to kick off work zone awareness week featuring lighting MoDOT's Central Office orange. The event will also commemorate 124 MoDOT workers who have been killed in the line of duty, through the lighting of a luminary for each employee. In addition, MoDOT will play a video of the public service announcement featuring Ken Hoierman, a MoDOT worker who lost his life in a 2006 work zone. MoDOT employees will light the luminaries during the luminary ceremony at the end of the event.

**WHEN:** Monday, April 2, at 7:30 p.m.

**WHERE:** MoDOT's Central Office at the Capital Ave. entrance, next to the Capitol

**WHY:** To kick off Work Zone Awareness Week and commemorate the deaths of MoDOT employees who lost their lives in the line of duty.

Despite MoDOT's efforts to make Missouri work zones safe, people are still killed and injured in work zones every year. In 2006, 20 people were killed in Missouri work zones - including four MoDOT workers. This year, MoDOT workers are asking Missourians to *Watch Out for Us* as they travel through a work zone. To commemorate the MoDOT workers who have lost their lives in work zones, MoDOT is adding a memorial page to the Web site, [www.modot.org/workzones/inmemory/htm](http://www.modot.org/workzones/inmemory/htm), in addition to the memorial event. For more information about the 2007 construction season, visit [www.modot.org](http://www.modot.org).

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Communications

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105 W. Capitol Avenue Jefferson City, MO 65102 (573) 751-2840 fax (573) 526-4859

Work Zone Awareness Kickoff Event  
Monday, April 2, 7:30 p.m.

Schedule of Events

Opening Remarks	Missouri Department of Transportation Director of System Management, Don Hillis
Other Speakers	Representative Neal St. Onge Senator Bill Stouffer Missouri State Highway Patrol Colonel James Keathley Kelly Hoierman
Presentation of PSA	
Luminary Lighting	
Column Lighting and Moment of Silence	
Closing Remarks	Don Hillis



**MISSOURI DEPARTMENT OF TRANSPORTATION**

**"Watch Out for Us"**

**:30**

**MN**

**MV**

**03/14/07**

ANNOUNCER 1: Road crews across the state are working hard to improve your highways. To do our job, all we need is a little kindness from mother nature...and a little patience from you.

When you enter a work zone...stay alert...slow down...and watch out for the men and women who're building better roads and a brighter future for Missouri.

ANNOUNCER 2: Please slow down in work zones. If you hit or injure a worker in a work zone, you could face up to a \$10,000 fine and even lose your license. Help everyone get home safely...drive smart.

Learn more at [MoDOT dot org](http://MoDOT.org).

MISSOURI DEPARTMENT OF TRANSPORTATION

"You've heard us"

:30

MN

MV

03/14/07

ANNOUNCER 1: You've heard our messages...

*(sfx: radio tuning)*

RADIO VOICE 1: ...road crews will be out in full force this season...

*(sfx: radio tuning)*

ANNOUNCER 1: ...but have you really been listening?

*(sfx: radio tuning)*

RADIO VOICE 2: ...and when entering a work zone, always slow down, stay alert and be patient.

*(sfx: radio tuning changes to traffic sounds)*

ANNOUNCER 1: Work zones can be dangerous places for road crews and you. If you hit a worker in a work zone, you could face up to a \$10,000 fine and even lose your license. Help everyone get home safely -- watch out for us.

ANNOUNCER 2: MoDOT is working hard to deliver better roads for a brighter future. Drive Smart. Learn more at [mo dot dot org](http://mo.dot.org).

MISSOURI DEPARTMENT OF TRANSPORTATION

"Not Finished"

:30

MN

MV

03/14/07

*(background sfx: office)*

ANNOUNCER 1: In 2006, MoDOT finished over 2,200 miles of improvements to Missouri's roadways – over one year early. Making your drive through the show me state smoother and safer. But, we're not finished...

*(music up and under)*

*(background sfx: outdoors, highway, work zone)*

You'll see MoDOT work zones all over Missouri in 2007...building and improving 5,600 miles of our roads. Check out the work we're doing in your area at MoDOT dot org. And remember...when entering a work zone...always slow down, stay alert and drive smart.

ANNOUNCER 2: MoDOT...better roads, brighter future. Learn more at MoDOT dot org.

## **2007 MoDOT Work Zone Billboard Locations -**

### **District 1**

anywhere on I-29 or I-35

### **District 2**

The one that is already in place with a work zone message we can continue to use with new message.  
Linn County - Route 36 west of Brookfield, readable traveling east.

One that is available and would be a good choice.

Adair County - Route 63 south of Kirksville, readable traveling south.

Or, if the Adair County location doesn't work out.

Macon or Livingston County anywhere on Route 36.

### **District 3**

We would like to have one between Palmyra and Hannibal south and/or northbound on Rte. 61; also one on Rte. 36 between Hannibal and Monroe City.

### **District 4**

The I-435 work in Platte and Clay counties and the Route 13 projects in Lafayette County.

### **District 5**

1. I-70 just east of the Saline County line/readable traveling east
2. Rte. 54 in Camden County just northeast of Camdenton/readable traveling northeast
3. Rte. 50 in Osage County between the 63 junction and Linn/readable traveling east

### **District 6**

1. I-64 Eastbound, just east of Rte 67 (Lindbergh) (158K AADT)
2. I-270 Eastbound, just west of Route 370 (151K AADT)
3. I-270 Westbound, just north of I-44 (145K AADT)

Other possible billboards

4. I-70 Eastbound, St Charles (before 94) (141K AADT)
5. Highway 40 Eastbound, just west of Rte 141 (134K AADT)
6. I-70 Westbound, just west of Highway 367 (131K AADT)
7. I-55 Northbound, just south of I-270 (122K AADT)
8. I-55 Northbound, North of Festus and Crystal City, (63K AADT)
9. I-44 Eastbound, East of Pacific and West of St. Louis County border (60K AADT)

### **District 7**

1. We currently have one on I-44 WB @ about the 15 MM - like it.....wouldn't mind if that one - or one close by was renewed
2. 71 NB Vernon or Bates counties
3. 13 (don't care direction of travel) St. Clair county

### **District 8**

- 1) Southbound Route 65 between Ozark (Christian County Route F/Business 65) and Branson (Route 76)
- 2) Eastbound I-44 west of Route 360 west of Springfield
- 3) Southbound Route 65 between Fair Grove (Greene County Route CC/Route 125) and Springfield (I-44)

**District 9**

Cuba, Rolla, Waynesville/St. Robert on I-44. Anything on Route 60 would be fine if there's a location. I would recommend West Plains area for Route 63.

**District 10**

I-55 - Cape County - we will have a large interchange project under construction between Cape Girardeau and Jackson

I-57 - Mississippi County - we will have a Better Roads, Brighter Future project along the southbound lanes of I-57 from the Miss River to two miles south of the Route 105 interchange

# Work Zone

# Awareness Week April 2-6

## Watch Out for Us. Drive Smart



### The Difference is YOU.

New work zone legislation will help make work zones safer for motorists and workers. The legislation increased work zone fines now up to \$10,000 for hitting and/or killing a worker and can result in losing your license and even jail time.



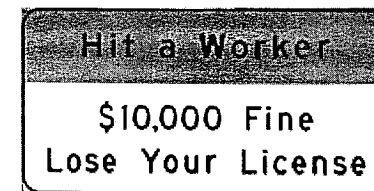
If you **Drive Smart**, everyone can **Arrive Alive** from the work zone.

Here are some helpful tips:

Buckle Up! – Every trip, every time – safety belts save lives.  
Stay Alert! – Dedicate your full attention to the roadway.  
Obey Signs! – They'll guide you through the work zone safely.  
Expect the Unexpected! – Watch for flaggers, workers and equipment.  
Pay Attention! – Turn the radio down and don't use your cellular phone.  
Be Patient! – Remember the workers are improving the road for you.  
Don't Speed – Note the posted limits and adjust for weather conditions.  
Don't Drink and Drive! – Impairment of any kind is unacceptable.  
Be Nice! – Merge early, don't tailgate and don't change lanes in a work zone.



Missouri Department of Transportation  
888-ASK-MoDOT (275-6636)  
[www.modot.org](http://www.modot.org)



Work Zone

# Awareness

# Watch Out for Us



Ken Hoierman, MoDOT Motorists Assist worker, was tragically killed in a work zone in August 2006.

## Drive Smart in work zones to Arrive Alive.



Missouri Department of Transportation  
888-ASK-MoDOT (275-6636)  
[www.modot.org](http://www.modot.org)

# Watch Out for Us. Drive Smart.

This year is another big year for construction as MoDOT works toward improving 5,600 miles of roads by the end of 2011 - better roads for a brighter future. We know work zones can be an inconvenience, but we're doing all we can to manage them.

- In August 2006, a new work-zone law went into effect that increased the fine for injuring or killing a highway worker up to \$10,000 and loss of their license for a year.
- In 2006, 20 people died and 1,190 were injured in work-zone traffic crashes.
- Between 2000 and 2005, 114 motorists were killed and 6,262 motorists were injured in Missouri work zones.
- Since 2000, hundreds of MoDOT employees have been injured and five have been killed in work zones.
- Inattention, exceeding the speed limit and following too closely are the leading causes of work-zone crashes.

## Drive Smart in work zones to Arrive Alive

**Buckle Up!** – Failure to wear a seat belt is the number one reason people die in traffic crashes.

**Stay Alert!** – Dedicate your full attention to the roadway.

**Follow signs!** – They'll guide you through work zones safely.

**Expect the Unexpected!** – Watch out for us -- flaggers, workers and equipment.

**Pay Attention!** – Turn the radio down and don't use your cellular phone.

**Be Patient!** – Remember workers are improving the road for future travels.

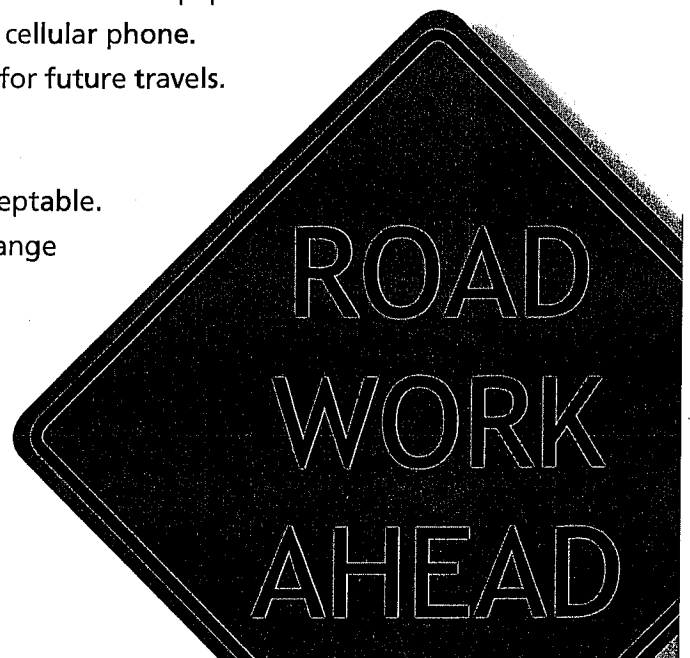
**Don't Speed!** – Follow posted limits and adjust for weather conditions.

**Don't Drink and Drive!** – Impairment of any kind is unacceptable.

**Be Nice!** – Merge as directed, don't tailgate and don't change lanes in a work zone.

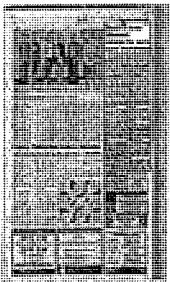


Missouri Department of Transportation  
888-ASK-MoDOT (275-6636)  
[www.modot.org](http://www.modot.org)





Lamar Democrat  
Lamar, MO  
Circ. 3900  
From Page:  
6  
4/4/2007  
14788



# MoDOT turns Missouri orange for work zone awareness

***2007 marks another big year for construction***

This construction season, the Missouri Department of Transportation is turning the state orange! Some MoDOT buildings and landmarks throughout the state will be lit orange from April 2-6 in recognition of National Work Zone Awareness Week, which marks the start of another big season of highway construction.

"I'm excited about lighting our building orange," said John Lacey, senior facility operations crew worker. Lacey is one of the lucky ones. He was injured but survived a work zone accident in 1997, that took the life of his partner on the signs crew. "All of our friends and coworkers who have been killed in work zones are larger than life to us. This building is so big and having it glow orange every night for a week will really grab people's attention."

Over the next few days, Lacey will oversee the "orange" adjustments to the building's exterior lights - a personal tribute to his fellow MoDOT employees.

With the successful completion of the Smooth Roads Initiative that brought 2,200 highway miles up to good condition, MoDOT is now improving 5,600 miles of roadways over the next five years. The improvements will bring 85 percent of Missouri's major high-

ways up to good condition by 2011.

The 2007 construction season will be the first with Missouri's new work zone law that passed in August 2006. The law means big penalties for reckless drivers - injuring or killing a highway worker could cost \$10,000, as well as losing your license for a year and/or jail time. New work zone signs reflecting the penalties can be found all over the state. The new law also strengthened several other provisions. More information about the newest laws can be found at [www.modot.org](http://www.modot.org).

"We're constantly making our work zones safer and smarter with new technology and brighter signs to help prepare drivers for what's ahead," said Don Hillis, MoDOT director of System Management. "We now have the tools to alert motorists about construction zones ahead of time."

But with 1,000 work zones this year, there will be some delays, frustrations and opportunities for drivers to be distracted. "We ask motorists to be patient with us and remember to always buckle up and Drive Smart," Hillis said.

Four MoDOT employees were killed last year in the line of duty. This year one of the messages in MoDOT's work zone awareness campaign features Ken Hoierman, a worker

who was tragically killed in August of 2006 in a work zone. The message urges drivers to Watch Out for Us. A statewide construction map can also be found on MoDOT's Web site at [www.modot.org](http://www.modot.org) and a memorial page for those killed at [www.modot.org/workzones/inmemory.htm](http://www.modot.org/workzones/inmemory.htm).

District 7, encompassing the counties of Barry, Barton, Bates, Cedar, Dade, Jasper, Lawrence, McDonald, Newton, St. Clair, and Vernon, has had six Department of Transportation workers killed in work zones since 1945.

According to Missouri statistics, most work zone crashes are caused by inattention, excessive speed and following too closely. Motorists are the ones most likely to be killed or injured in a work-zone crash. In 2006, 20 people were killed and 1,197 injured in work zones.

"In the grand scheme of things, a few minutes of inconvenience means years of smoother, safer driving," Hillis said. "We're doing our part to keep you moving through Missouri, but the difference is you. Drive Smart and Arrive Alive."

For more information about construction projects and work zones statewide, visit [www.modot.org](http://www.modot.org) or call 888-ASK-MODOT (275-6636).



Mountain View  
Standard News  
Mountain  
View, MO  
Circ. 1700  
From Page:  
2  
4/4/2007  
18873



## 133 Work Zone Awareness Week April 2-6

**WILLOW SPRINGS, MO -** Imagine working only inches from fast-moving vehicles, heavy equipment and other dangers every time you report to work. The crews of the Missouri Department of Transportation (MoDOT) will celebrate National Work Zone Awareness Week, April 2-6 2006. The observance is designed to bring attention to the need for motorist and worker safety in areas of road construction.

According to South Central District Engineer Tom Stehn, inattention, speeding and following closely behind other vehicles all contribute to dangers in work

zones. "We are asking motorists to provide the final piece to the work zone safety puzzle," he said. "Our crews are trained in safety. We take extra steps to properly sign and set up our work zones. Now we ask that motorists obey the warning signs, merge early and use caution while driving closely to equipment and crew workers."

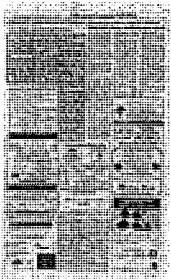
The year 2006 was a tragic one with so many MoDOT lives lost in work zones. Stehn pointed out there are more than just orange barrels and equipment within the boundaries of a work zone. "Our employees put their lives on the line to improve Missouri roads and

increase safety on a daily basis," he said. "There are plenty of dangers in the most ideal situations. When you add driver inattention or speeding to the equation, the results can be tragic. Both MoDOT employees and the traveling public have the right to a safe work zone environment."

Customer feedback is important to MoDOT. Anyone with transportation related questions should contact the MoDOT Customer Service Center, toll-free, at 1-888-ASK-MODOT (888-275-6636) or via email at [d9csc@modot.mo.gov](mailto:d9csc@modot.mo.gov).

# MoDOT turns Missouri orange<sup>133</sup> for work zone awareness *2007 marks another big year for construction*

Monroe County  
Appeal  
Paris, MO  
Circ. 1856  
From Page:  
10  
4/12/2007  
19921



This construction season, the Missouri Department of Transportation is turning the state orange! Some MoDOT buildings and landmarks throughout the state will be lit orange from April 2-6 in recognition of National Work Zone Awareness Week, which marks the start of another big season of highway construction.

"Despite MoDOT's efforts to make Missouri work zones safe, people are still killed and injured in work zones every year. In 2006, 20 people were killed in Missouri work zones - including four MoDOT workers," said Don Hillis, MoDOT director of System Management. "This year, MoDOT workers are asking Missourians to Watch Out for Us as they travel through a work zone."

With the successful completion of the Smooth Roads Initiative that brought 2,200 highway miles up to good condition, MoDOT is now improving 5,600 miles of roadways over the next five years. The improvements will bring 85 percent of Missouri's major highways up to good condition by 2011.

"The Smooth Roads Initiative was such a successful program and made a noticeable difference in the look and feel of our roadways," said Hillis said. "Although it will be a tough act to follow, we are excited about our new Better Roads, Brighter Future project. The successful completion of the project has the potential to prevent 85 injuries a year, save 10 lives a year, support more than 48,000 jobs, save \$100 million a year in fuel costs and create more attractive places for businesses to locate."

The 2007 construction season will be the first with Missouri's new work zone law that passed in August 2006. The law means big penalties for reckless drivers - injuring or killing a highway worker could cost \$10,000, as well as losing your license for a year and/or jail time. New work zone signs reflecting the penalties can be found all over the state. The new law also strengthened several other provisions. More information about the newest laws can be found at [www.modot.org](http://www.modot.org).

"We're constantly making our work zones safer and smarter with new technology and brighter signs to help prepare drivers for what's ahead," Hillis said. "We now have the tools to alert motorists about construction zones ahead of time."

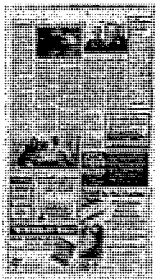
But with 1,000 work zones this year, there will be some delays, frustrations and opportunities for drivers to be distracted. "We ask motorists to be patient with us and remember to always buckle up and Drive Smart," Hillis said.

Four MoDOT employees were killed last year in the line of duty. This year one of the messages in MoDOT's work zone awareness campaign features Ken Hoierman, a worker who was tragically killed in August of 2006 in a work zone. The message urges drivers to Watch Out for Us. A memorial page for those killed in the line of duty can be found at MoDOT's Web site, [www.modot.org/workzones/inmemory.htm](http://www.modot.org/workzones/inmemory.htm).

According to Missouri statistics, most work zone crashes are caused by inattention, excessive speed and following too closely.



Ste. Genevieve  
Herald  
St  
Genevieve, MO  
Circ. 4619  
From Page:  
8  
4/4/2007  
13987



## 133 Valle Student's Poster Will Be On MoDOT Billboard

A poster by Trevor Klump of Valle Catholic Grade School will be on view soon on a billboard on northbound Interstate 55 in Ste. Genevieve County.

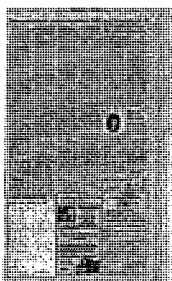
Klump was one of the winners of the Missouri Department of Transportation (MoDOT) annual Work Zone Safety Poster and Coloring Contest. His poster, entered in the sixth grade poster contest, will be displayed on a billboard near mile marker 144.

In addition to Klump, four other Valle students won awards. They are sixth graders Gretchen Koller (second place) and Matthew Bauman (third place), Nicholas Bader (second place in the fifth grade contest), and Kiera Kuenzel (third place in the fourth grade competition).

Three St. Agnes School students won prizes in the competition. Two students won in the fifth grade contest. They are Jesse Meyer (first place) and Jacob Kronlage (third place). Jacob Trautman took second place in the contest for fourth graders.

MoDOT make awards presentations at Valle and at St. Agnes School in Bloomsdale on Thursday, April 12. The first place winners and their classmates will be treated to an interactive work zone safety assembly at their schools.

Cash Book  
Journal  
Jackson, MO  
Circ. 5600  
From Page:  
11  
4/4/2007  
18749



## MoDOT campaign urges 133 work zone safety for staff

With the successful completion of the Smooth Roads Initiative that brought 2,200 highway miles up to good condition, MoDOT is now improving 5,600 miles of roadways over the next five years. But the men and women making these improvements are asking for your help.

"With 1,000 work zones statewide this year, there will be some delays, frustrations and opportunities for drivers to be distracted," says District Engineer Mark Shelton. "We ask motorists to be patient with us and slow down."

While April 2-6 is National Work Zone Safety Awareness Week, MoDOT's focus is on work zone safety year round. Four MoDOT employees were killed last year in the line of duty. This year one of the messages in MoDOT's work zone awareness campaign features Ken Hoierman, a worker who was tragically killed in August of 2006 in a work zone.

The message urges drivers to 'Watch Out for Us.' A statewide construction map can also be found on MoDOT's Web site at [modot.org](http://modot.org) and a memorial page for those killed at [modot.org/workzones/inmemory.htm](http://modot.org/workzones/inmemory.htm).

The 2007 construction season will be the first with Missouri's new work zone law that passed in August 2006. The law means big penalties for reckless drivers — injuring or killing a highway

worker could cost \$10,000, as well as losing your license for a year and/or jail time. New work zone signs reflecting the penalties can be found all over the state. The new law also strengthened several other provisions. More information about the newest laws can be found at <http://www.modot.org/>.

MoDOT is doing its part to keep the roads safer with the Better Roads, Brighter Future project. The successful completion of the project has the potential to prevent 85 injuries a year, save 10 lives a year, support more than 48,000 jobs, save \$100 million a year in fuel costs and create more attractive places for businesses to locate.

"We're constantly working to make our roads and our work zones safer and smarter with new technology and brighter signs to help prepare drivers for what's ahead," Shelton says. "Drivers can even visit our website and sign up for e-updates to find out about emergency situations like accidents or to find out where we'll be working in their county before they're stuck in traffic."

"In the grand scheme of things, a few minutes of inconvenience means years of smoother, safer driving," Shelton says. "We're doing our part to keep you moving through Missouri, but we need your help to keep our work zones safe."

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

Young Driver PIE

**PROJECT NUMBER:**

07-PM-02-01

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Young Drivers in Missouri

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The objective of this in-house memo project is to increase awareness of safe driving habits among Missouri drivers under the age of 21.

Informational materials and/or advertising will be created to reach this age group with targeted messages in order to reduce deaths and injuries resulting from traffic crashes.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh-leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

Young drivers under the age of 21 comprise ten percent of the licensed drivers in the state and were involved in 29 percent of the traffic crashes. Among the leading causes of injury and death in these crashes are inattention, speeding, drinking and driving, and not using safety belts.

In 2006, teen seat belt usage in Missouri was only 58 percent. Of the 153 teens killed in Missouri traffic crashes in 2006, 73 percent were not buckled up.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

**GOALS AND OBJECTIVES:**

The goal of this in-house memo project is to educate young drivers on the importance of safe driving habits in order to reduce motor-vehicle related deaths and injuries.

**Objectives:**

1. To increase safety belt usage among teens through the purchase of advertising to support the enforcement efforts.

**RESULTS:****Public Information and Education Campaign:**

The Missouri Department of Transportation's Highway Safety Division worked with law enforcement agencies across the state to focus on increasing safety belt use among teen drivers. The enforcement efforts were conducted March 1-16, 2007. The media portion of the campaign was paid out of Section 402 Highway Safety Funding. The Highway Safety Division contracted with TrueMedia to assist with the media buy for the campaign. Media included radio, cable, broadcast, Internet and theaters.

The media campaign for the spring was part of a year-long effort to reach teens about the importance of buckling up. The attached media buy reflects the purchase of radio, cable, broadcast, theater ads and Internet advertising for Fall 2006 - Spring 2007. The flight dates were:  
December 2006 - January 2007  
February 2007 - March 2007  
April 2007 - May 2007

The Internet ads received especially great exposure. Please see attached for more information on the media buy.

**Media Coverage:**

The information distributed to the law enforcement agencies that received STEP grants included a sample press release. Individual law enforcement agencies disseminated the releases locally at their own expense. Information and links to radio and television spots were also disseminated by the Missouri Coalition for Roadway Safety through [www.saveMOlives.com](http://www.saveMOlives.com).

**Results:**

As part of the campaign, the Highway Safety Division provided grant funding to law enforcement agencies for additional manpower for the crackdown. Enforcement officials conducted safety checkpoints and saturation patrols in targeted areas.

Law enforcement officials worked 1,418 hours of overtime checking approximately 8,100 vehicles and wrote 1,219 safety belt citations, 40 child restraint citations, and 645 other citations. A breakdown of media efforts can be found on the following pages.

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**FUNDING:**

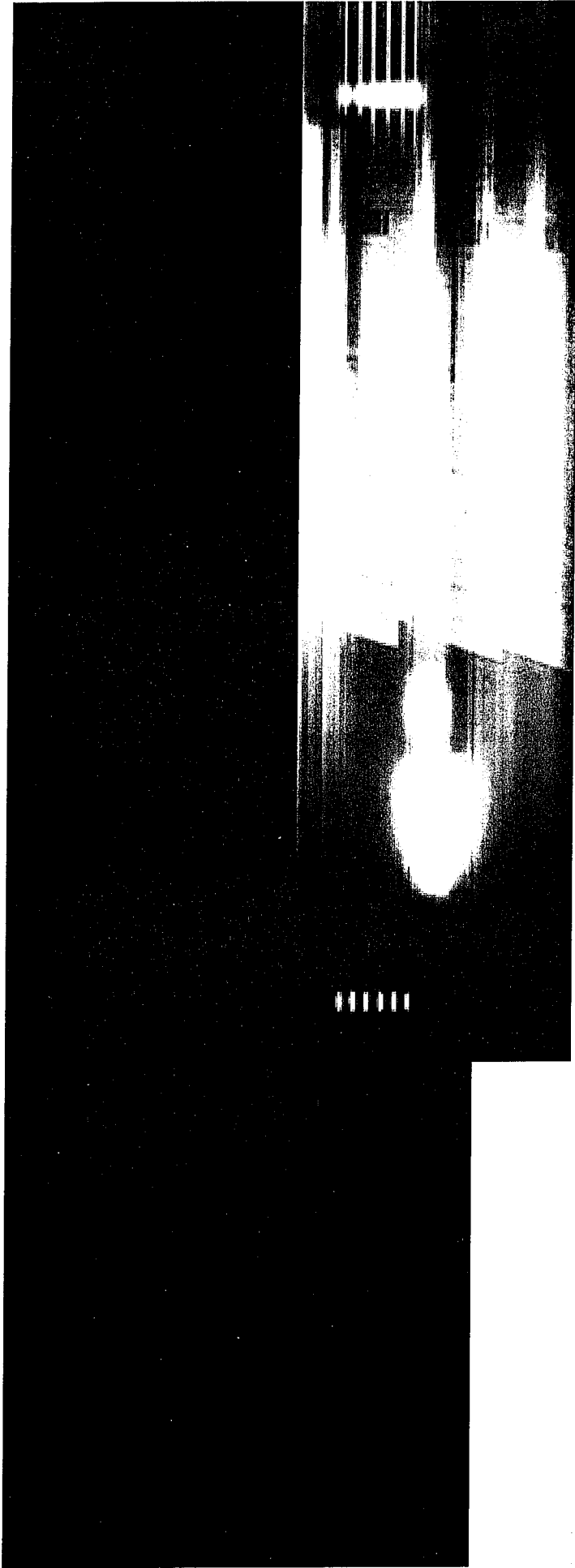
402 : \$150,000.00

**HS CONTACT:**

Laura Holloway  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161



 truemedia







Missouri Department of Transportation

# Teen Safety Belt

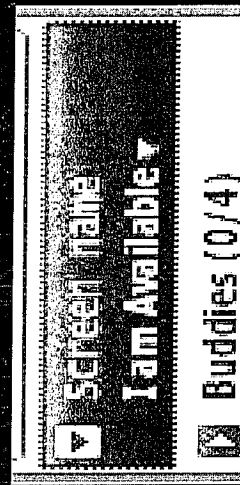
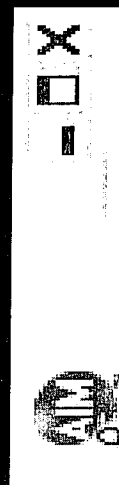
## Campaign Summary

- Geography-Statewide
- Media-Radio, Cable, Broadcast, Internet, Theatres
- Demographic-Teens 15-19
- Budget: \$470,000



## Internet

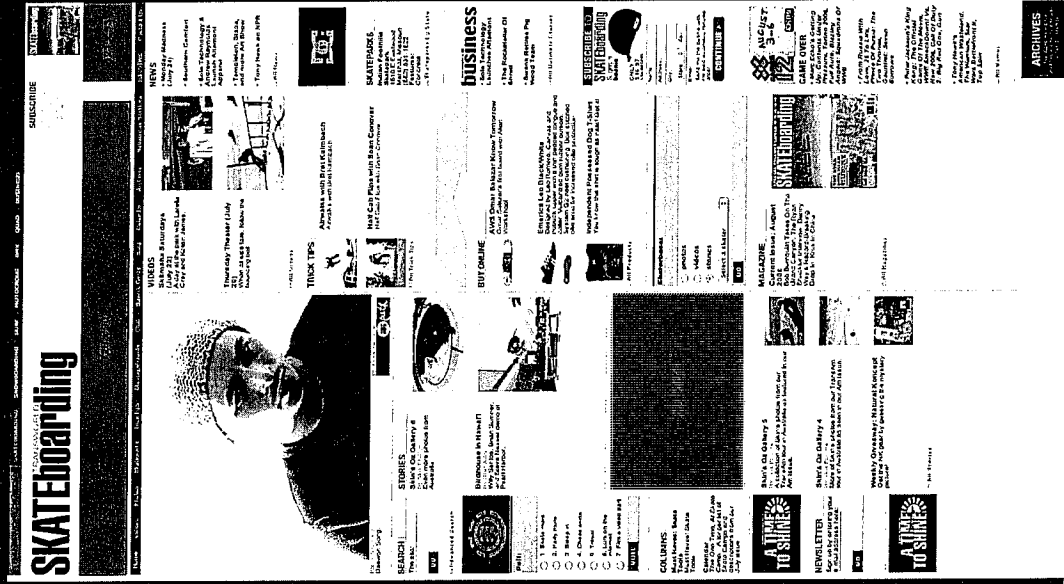
- Targeted to teens 12-17 in Missouri
- AIM Buddy Video
- Art Size 120x190
- Flight Dates:
  - 12/18/06-1/1/07
  - 2/19/07-3/12/07
  - 4/9/07-5/20/07
- 12-17 year olds are spending 51.6 avg min./day on AIM  
(Comscore Sept 06)
- Up to 30 second video w/ backup banner (limit 2 video impressions/day/unique visitor)





# Internet

- Targeted to teens 12-17 in Missouri
- Targeted Web Audience
  - From accessing Teens' favorite artists in an intimate, lounge-like setting, to following a group of college freshmen via video Blogs, the TEENS network provides a broad array of opportunities to connect with teens through brands from RED to Teen People to Transworld's Skateboarding.
- Art Size 160X600 & 300x250 & 728X90
- Flight Dates:
  - 12/18/06-1/1/07
  - 2/19/07-3/12/07
  - 4/9/07-5/20/07



# Internet

## Sample Ad Sizes



**BAD IDEA GENERATOR**

CHOOSE YOUR SETTINGS AND MAKE THE PERFECT BAD IDEA FOR YOU.

PUSH FOR EVEN WORSE IDEAS

LOW DANGER HIGH STUPIDITY

Roll over knobs to adjust

Sign in: **Teen People STARS**

HOME STARS PHOTOS HOROSCOPE QUIZZES PRIZES ALL ACCESS MUSIC! ZAC EFFRON SPECIAL

news • access • boards

**ACCESS**

**NEWS**

Ivanka Trump & Topher Grace Cozy Up

The Donald's daughter and the Spider-Man 3 actor cuddle in Las Vegas

**Kevin Talks About Falling For Britney**

The rapper says he didn't plan on falling in love

**Reese Witherspoon & Ryan Phillippe Split**

The couple separate after seven years of marriage and have two children

**OTHER NEWS**

- Anna Nicole: Why Am I Here and Daniel Isn't?
- Bowling For Soup to Visit Habblo Hotel
- Jennifer Aniston Visits Vince in London

**Are You READY?**

**ELITE BEAT AGENTS**

only for NINTENDO DS.

**Brooke Hogan's SoHo Shopping Spree**

On the eve of her album's release, Brooke takes over a downtown boutique

**JoJo's Halloween Adventure**

728 x 90

AOL.com | Mail | AIM | Get Free AOL Mail

Search the Web

**RED**

Sign In

RED Radio

Main Entertainment Games Style Blogs RED Originals

**"WAIT A MINUTE"**

Don't click until we tell you to, geez! Watch the New PC DVD. (Go ahead. It's OK now.)

**Horoscopes**

He's one. Are you?

**Accessories**

Fall calls for bags.

**BE A RED STAR**

beaREDstar.com

**Top News**

Bob's Burgers may be changing speaking with his megaphone.

**Celeb News**

BEP's will.i.am just got an interesting invitation.

160 x 600

300 x 250



# Movie Screens

- Total Number of Screens 353
- Flight Dates: December 22-January 18
- Number of exposures/film 2
- 28% of movie goers are between 12-20 (MRI Doublebase Study 2005)
- Markets with X will run full :30 tv on selected screens
- Markets with no X will run PSA's in April and May
- Movies/Week: 10,590
- Movies/Month: 42,360

Arnold	Farmington	Lee's Summit	Rolla
Belton	Florissant	Lexington	X Shrewsbury
Blue Springs	Fulton	Liberty	X Sikeston
Bolivar	X Gravois Mills	Macon	X Springfield
Cape Girardeau (2)	Hannibal	Moberly	X St. Charles
Chesterfield	Harrisonville	Monett	X St. Joseph (2)
Chillicothe	X Joplin (2)	Neosho	X St. Louis (3)
Columbia	Kansas City	Osage Beach	St. Peters
Dardenne Prairie	Kennett	Park Hills	Warrenburg
Dexter	Lebanon	X Poplar Bluff	X Waynesville



# Cable

	12/18	12/25	2/26	3/5	4/16	4/30	Totals
St. Louis	GRP's:	84	GRP's:	90	GRP's:	99	273
Kansas City	GRP's:	276.6	GRP's:	270.2	GRP's:	307.8	854.6
Columbia/Jeff	GRP's:	135.8	GRP's:	114.8	GRP's:	166.8	417.4
Springfield	GRP's:	68	GRP's:	65	GRP's:	132	265
St. Joseph	GRP's:	182.6	GRP's:	139.6	GRP's:	93.2	365.25



# Cable

## COLUMBIA (Mediacom)

MTV  
FAMILY  
COMEDY  
FX  
NICK  
TNT  
HISTORY  
VH1  
ESPN  
KANSAS CITY (Time Warner)  
ESPN  
FAMILY  
NICK  
TNT  
TOON  
SPRINGFIELD (OnMedia)  
DISCOVERY  
FX  
NICK  
TOON  
VH1  
COMEDY  
FAMILY  
MTV

## ST. JOE (Cablevision)

COMEDY  
ESPN  
ESPN2  
FAMILY  
MTV  
TBSC  
TNT

## ST. LOUIS (Charter)

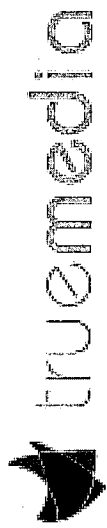
FAMILY  
FX  
NICK  
TOON



## Broadcast Television

- Flight Dates
  - 2/26-3/11
- Show: American Idol
- Markets
  - St. Louis --KTVI
  - Kansas City --WDAF
  - Columbia/Jeff City --KQFX
  - Springfield --KSFX





# Radio

- Flight Dates
  - 12/18-12/31
  - 2/19-3/11
  - 4/9-5/20
- Markets
  - St. Louis
  - Kansas City
  - Columbia/Jefferson City
  - Springfield
  - Cape Girardeau
  - Kirksville
  - Quincy/Hannibal
  - Joplin



## Radio

- St. Louis
  - GRP's 1152.7
- Kansas City
  - GRP's 1784.2
- Columbia/Jeff City
  - GRP's 1758.9
- Springfield
  - GRP's 1097.8
- Cape Girardeau
  - GRP's 1356.3
- Kirksville
  - Not rated
- Quincy/Hannibal
  - Not rated
- Joplin
  - GRP's 1365.1

# Radio

○ COLUMBIA	○ KANSAS CITY
○ KBBM	○ KMXV
○ KOQL	○ KPRS
○ KTXV	○ KCHZ
○ CAPE GIRARDEAU	○ KIRKSVILLE
○ KEZS	○ KTUF
○ KIYS	○ KRXL
○ HANNIBAL	○ SPRINGFIELD
○ KGRC	○ KSPW
○ KRRY	○ ST. LOUIS
○ JOPLIN	○ KSLZ
○ KSYN	○ KATZ

[illegible][illegible]

MISSOURI DEPARTMENT of TRANSPORTATION  
TEEN SEATBELT  
2007 TELEVISION POST SUMMARY

<u>Market</u>	<u>Station</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>TEENS Final Est. GRPS</u>	<u>TEENS TOTAL GRPS</u>	<u>Index Total vs. Est.</u>	<u>Other Elements/Comments</u>
Columbia/ Jefferson City	KQFX	4	0	4	\$ 2,400.00	\$ 2,040.00	\$ 2,223.60	31.0	14.8	48%	Running bonus spots in 4th qtr.
Kansas City	WDAF	4	0	4	\$ 16,000.00	\$ 13,600.00	\$ 14,824.00	48.0	45.5	95%	
Springfield	KSFX	4	20	24	\$ 4,800.00	\$ 4,080.00	\$ 4,447.20	30.6	59.8	195%	
St. Louis	KTVI	4	8	12	\$ 20,000.00	\$ 17,000.00	\$ 18,530.00	62.0	83.4	135%	
Cape Girardeau	KBSI	16	0	16	\$ 4,660.00	\$ 3,961.00	\$ 4,317.49	60.0	55.9	93%	
<b>TELEVISION TOTAL</b>		<b>32</b>	<b>28</b>	<b>60</b>	<b>\$ 47,860.00</b>	<b>\$ 40,681.00</b>	<b>\$ 44,342.29</b>				

2007 RADIO POST SUMMARY

Columbia/ Jefferson City	KBBM, KTXV, KOQL	670	51	721	\$ 15,310.00	\$ 13,013.50	\$ 14,184.72	1425.5	1221.5	86%	Billboard Sponsorships
Joplin	KSYN	270	52	322	\$ 6,570.00	\$ 5,584.50	\$ 6,087.11	1118.0	1355.6	121%	
Kansas City	KCHZ, KMXV, KPRS	742	176	918	\$ 48,425.00	\$ 41,161.25	\$ 44,865.76	1439.7	1262.0	88%	Billboard Sponsorships
Paducah/Cape Girar/Harr.	KEZS, KIYS	504	98	602	\$ 11,943.00	\$ 10,151.55	\$ 11,065.19	No ratings available			
Hannibal	KGRC, KRRY, KRXL KTUF	973	355	1328	\$ 20,207.80	\$ 17,176.63	\$ 18,722.53	No ratings available			
Springfield	KSPW	279	159	438	\$ 9,855.00	\$ 8,376.75	\$ 9,130.66	898.2	2076.3	231%	
St. Louis	KATZ, KSLZ	487	66	553	\$ 41,975.00	\$ 35,678.75	\$ 38,889.84	931.1	860.7	92%	Website PSA's
<b>RADIO TOTAL</b>		<b>3925</b>	<b>957</b>	<b>4882</b>	<b>\$ 154,285.80</b>	<b>\$ 131,142.93</b>	<b>\$ 142,945.81</b>				

2007 CABLE POST SUMMARY

Cape Girardeau	Total	498	28	526	\$ 9,915.00	\$ 8,427.75	\$ 9,186.25	329.6	388.7	118%	
St. Louis	Total	178	128	306	\$ 27,220.00	\$ 23,137.00	\$ 25,219.33	186.9	484.6	259%	
Columbia	Total	337	300	637	\$ 3,882.90	\$ 3,300.47	\$ 3,597.51	315.1	283.6	90%	
Kansas City	Total	592	297	889	\$ 21,076.00	\$ 17,914.60	\$ 19,526.91	537.2	487.3	91%	
Springfield	Total	270	130	400	\$ 5,175.00	\$ 4,398.75	\$ 4,794.64	131.3	384.8	293%	
St. Joseph	Total	388	393	781	\$ 7,874.00	\$ 6,692.90	\$ 7,295.26	232.2	371.9	160%	
<b>CABLE TOTAL</b>		<b>2263</b>	<b>1276</b>	<b>3489</b>	<b>\$ 75,142.90</b>	<b>\$ 63,871.47</b>	<b>\$ 69,619.90</b>				
<b>COMBINED TV/ RADIO/CABLE</b>		<b>6220</b>	<b>2261</b>	<b>8481</b>	<b>\$ 277,288.70</b>	<b>\$ 235,695.40</b>	<b>\$ 256,908.00</b>				

# NEWS RELEASE

**For Release:** (October 2007)

**For More Information Contact:** (Department Contact and Phone Number)

## ***Triple the Effort to Make Teens and Seatbelts Click*** **(Name of Agency) Cracking Down on Unbuckled Teens**

The (Name of Agency) will be looking for teens who aren't buckled up October 8-21 as part of a special effort to encourage seat belt use among young people.

A statewide survey released in September showed more teens are buckling their seat belts than ever before, 61 percent in 2007 compared to 58 percent in 2006. Unfortunately, hundreds of Missouri teens still die every year in traffic crashes and the large majority of those killed are not wearing a seat belt.

Of the 153 teens killed in traffic crashes in 2006, 73 percent were not buckled up. In 2005, 158 young people were killed, and 88 percent of them were not wearing a seat belt. Missouri's Graduated Driver License law requires safety belt usage for teens and their passengers.

INSERT QUOTE HERE FROM POLICE CHIEF ABOUT WHAT LAW ENFORCEMENT IS DOING DURING CRACKDOWN

The law enforcement crackdown is coupled with a several statewide projects that also focus on teen seat belt use.

1. Battle of the Belt is a high school seat belt challenge which runs through the end of the year. More than 100 schools are expected to participate with students performing surprise seat belt checks at their high school and then reaching out to members of the student body with an educational campaign on the importance of seat belt use. (INSERT LOCAL SCHOOLS PARTICIPATING)
2. An education/advertising campaign featuring the *Never Made It* theme, began in mid-September. It focuses on media that reaches teens – radio, cable television and the internet. The campaign culminates Oct.15-21, a week designated as National Teen Driver Safety Week.
3. A greater amount of more visible signs about Missouri's seat belt law will be installed as a reminder to both drivers and passengers to buckle up. The new signs have a bright red color to help attract attention and they'll be placed more frequently on both major and minor roads and at rest areas across the state over the next year, beginning in October.

ANOTHER QUOTE FROM POLICE Chief

For more information, please visit [www.saveMOlives.com](http://www.saveMOlives.com). Buckle Up to Arrive Alive.



*For more information contact Sandy Hentges or Melissa Black at 573-526-4141; or Laura Holloway at 573-751-5414.*

September 17, 2007 – For immediate release

### **Triple the Effort to Make Teens and Seat Belts Click**

JEFFERSON CITY – More teens are buckling their seat belts than ever before – unfortunately hundreds of Missouri teens still die every year in traffic crashes and the large majority of those killed are not buckled up.

The Missouri Coalition for Roadway Safety released survey results today from a spring survey, which shows 61 percent of teens are wearing their seat belts as compared to 58 percent in the same survey last year, an increase of three percent. Overall seat belt usage in Missouri is at 75 percent. Of the 153 teens who were killed in traffic crashes in 2006, 73 percent were not buckled up. Comparatively, in 2005, 158 young people were killed, and 88 percent of them were not wearing a seat belt.

“It is great to see we are making a difference with some of our youth,” said Leanna Depue, chair of the executive committee of the coalition. “But it is scary to think how many young people still don’t wear a seat belt and are dying in traffic crashes. We’re tripling our efforts to make it click.”

1. The Coalition is continuing to reach out to teens with programs like Battle of the Belt, a high school seat belt challenge which kicked off in early September and runs through the end of

-more-



the year. More than 100 schools are expected to take the challenge with students performing surprise seat belt checks at their high school and then reaching out to members of the student body with an educational campaign on the importance of seat belt use.

2. An education/advertising campaign with the *Never Made It* theme also begins today and runs through late October. It focuses on media that reaches teens – radio, cable television and the internet. The campaign culminates Oct. 15-21, a week designated as National Teen Driver Safety Week.

As part of the focus on teens, during October law enforcement agencies around the state will also make an extra effort to reduce injuries and deaths among Missouri's young motorists. Missouri's Graduated Driver License law requires safety belt usage for teens and their passengers.

3. In addition, the coalition is also working to install a greater amount of more visible signs about Missouri's seat belt law as a reminder to both drivers and passengers to buckle up. The new signs have a bright red color to help attract attention and they'll be placed more frequently on both major and minor roads and at rest areas across the state over the next year, beginning in October.

We want all our young people to make it to homecoming, graduation and into old age" said Depue. "We're working together with hundreds of safety advocates across the state to make sure they get where they're going safely."

For more information, please visit [www.saveMOlives.com](http://www.saveMOlives.com). Buckle Up to Arrive Alive.

###

# NEWS RELEASE

**For Release:**

**For More Information Contact:** (Department Contact and Phone Number)

## **Local Law Enforcement Focusing on Teen Drivers**

(Name of City or County, State) – Young drivers, Buckle Up!

The (Name of Agency) will be participating in a teen safety belt enforcement program March 1-16 to reduce injuries and deaths among teens on Missouri roads. The enforcement effort is an important part of the Missouri Coalition for Roadway Safety's *Never Made It* teen safety belt campaign.

Driver's license checkpoints will be conducted in the state to ensure all drivers, including teen drivers operating on a graduated driver license, are operating within the restrictions of their license. Officers will check for proof of insurance and enforce the provisions of the law that make safety belt usage a requirement of the intermediate license.

(Add quote from chief or sheriff here)

Consider these facts regarding Missouri's young drivers:

- Drivers under the age of 21 are a high-risk age group in the state. They comprise only 10.5 percent of the licensed drivers, but are involved in 29 percent of the traffic crashes.
- A total of 267 people were killed and 19,616 were injured in 2005 traffic crashes involving drivers under age 21.
- Results of a recent survey among teens in the state revealed a 56 percent safety belt usage rate. The overall statewide safety belt usage rate is 75 percent.

The new *Never Made It* teen safety belt marketing campaign uses realistic, chilling images coupled with a "never made it" message to convey the potential consequences of not buckling up and what teens will miss out on if they die in a traffic crash because of their failure to wear a seat belt.

###



MediaCross, Inc.  
2001 S. Hanley Road  
Suite 540  
St. Louis, MO 63144  
314-646-1101 fax: 314-646-8795  
www.mediacross.com

Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:60 radio  
"Never made it" 1<sup>st</sup> Person  
December 5, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 1: I never buckled up on my way home from school. I mean, why would I? It was just a short drive.

SFX: SKID, CRASH

TEEN 1: I never made it home.

MUSIC TRANSITION

TEEN 2: Well, I had this awesome new dress for Homecoming. And no seat belt was going to ruin my look.

SFX: HORN HONK, CRASH

TEEN 2: But I never made it to Homecoming.

MUSIC TRANSITION

TEEN 3: I never wore my seat belt. I didn't think I needed it. I mean, I was a really good driver.

SFX: SIRENS, GENERAL COMMOTION

TEEN 3: I never made it to 17.

FINAL MUSIC TRANSITION

TEEN 2: Seat belts save lives.

TEEN 1: They could have saved ours.

TEEN 3: Please, let them save yours.

TEEN 2: And remember, any excuse you use for not wearing your seat belt ... is just an excuse.

SFX: SLAM

TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at [www.savemolives.com](http://www.savemolives.com)

Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:30 radio  
"Never made it to 17"  
December 6, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 3: I never wore my seat belt. I didn't think I needed it. I mean, I was a really good driver.

SFX: SIRENS, GENERAL COMMOTION

TEEN 3: I never made it to 17.

FINAL MUSIC TRANSITION

TEEN 2: Seat belts save lives.

TEEN 1: They could have saved mine.

TEEN 3: Please, let them save yours.

TEEN 2: And remember, any excuse you use for not wearing your seat belt ... is just an excuse.

SFX: SLAM

TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at [www.savemolives.com](http://www.savemolives.com)



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2001 S. Hanley Road  
Suite 540  
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314-646-1101 fax: 314-646-8795  
www.mediacross.com

Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:30 radio  
"Never made it home"  
December 6, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 1: I never buckled up on my way home from school. I mean, why would I? It was just a short drive.

SFX: SKID, CRASH

TEEN 1: I never made it home.

MUSIC TRANSITION

TEEN 2: Seat belts save lives.

TEEN 1: They could have saved mine.

TEEN 3: Please, let them save yours.

TEEN 2: And remember, any excuse you use for not wearing your seat belt ... is just an excuse.

SFX: SLAM

TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at [www.savemolives.com](http://www.savemolives.com)



Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:10 radio  
December 6, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 2: Any excuse you use for not wearing your seat belt ... is just an excuse.

SFX: SLAM

TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at [www.savemolives.com](http://www.savemolives.com)

Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:15 radio  
"Save Lives"  
December 6, 2006

MUSIC SIMILAR TO THE TV MUSIC UP, IN AND THROUGHOUT

TEEN 2: Seat belts save lives.

TEEN 3: Please, let them save yours.

TEEN 2: And remember, any excuse you use for not wearing your seat belt  
... is just an excuse.

SFX: SLAM

TEEN 1: Buckle up.

SFX: SEAT BELT CLICK

TEEN 3: Arrive alive.

TEEN 2: Get the facts at [www.savemolives.com](http://www.savemolives.com)

Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:15 Radio  
Law Enforcement Message  
Feb. 1, 2007

SGT. NEWSOME: Seat belts save lives. That's why Missouri's law enforcement officers are on our streets and highways looking for teens who aren't buckled up. If you aren't wearing a seat belt, you **will** get a ticket. So buckle up. And arrive alive.

Missouri Coalition for Roadway Safety  
Seat Belt Campaign  
:15 Law Enforcement Message  
January 10, 2006

VIDEO

OPEN ON MEDIUM SHOT OF SGT.  
NEWSOME STANDING BY HIS CAR  
NEAR A BUSY ROAD

HE GESTURES TOWARD CARS  
GOING BY

CUT TO TIGHTER SHOT OF SGT.

CUT TO LOGO TREATMENT:  
BUCKLE UP.  
ARRIVE ALIVE.

AND SUPER: [saveMOlives.com](http://saveMOlives.com)

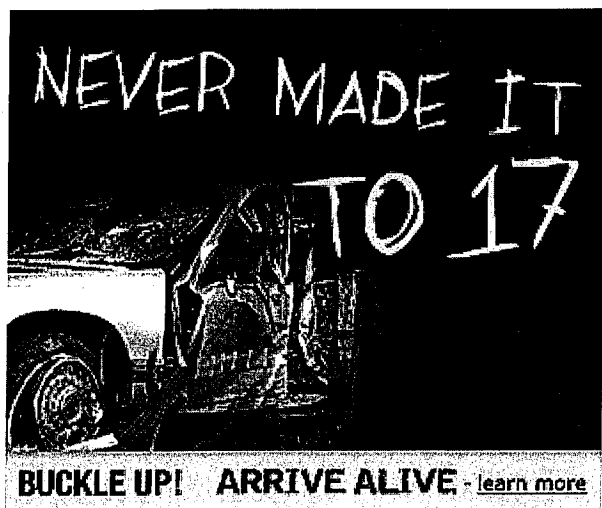
AUDIO

SGT. NEWSOME: Seat belts  
save lives. That's why law  
enforcement officers like me  
are on Missouri's streets and  
highways,

looking for teens who aren't  
buckled up.

If YOU aren't wearing a seat  
belt, you WILL get a ticket.

SFX ACCOMPANY TYPE  
COMING ON



# NEVER MADE IT INTO THE YEARBOOK

**BUCKLE UP! ARRIVE ALIVE** - [learn more](#)



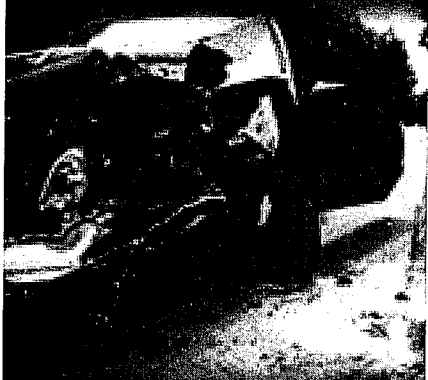


NEVER MADE IT TO 17

BUCKLE UP! ARRIVE ALIVE

[saveMOLives.com](http://saveMOLives.com)

NEVER  
MADE IT  
HOME FROM  
SCHOOL



**BUCKLE UP!**  
**ARRIVE ALIVE**



NEVER MADE IT  
TO 17



BUCKLE UP! ARRIVE ALIVE [learn more](#)

Never Made It copy:

Ten Second copy for weather sponsorship:

Too many young drivers never make it home because they fail to take the simple step of buckling their seat belt. Don't be another statistic. Buckle Up to Arrive Alive.

Or

This report brought to you by the Missouri Coalition for Roadway Safety. Always drive safely, buckle up and Arrive Alive. For more information, visit [www.saveMolives.com](http://www.saveMolives.com)

For e-mail blast:

The Missouri Coalition for Roadway Safety would like to remind you to drive safely, buckle up and Arrive Alive.

## ***Never Made It* Campaign Highlights Consequences for Teens**

By Laura Holloway

The *Never Made It* safety belt marketing campaign will have a strong spring presence, working to impress the importance of safety belts on teens in time for spring activities.

Sponsored by the Missouri Coalition for Roadway Safety (MCRS), the campaign uses realistic, chilling images of teens that “never made it” to significant milestones in their lives, or even day-to-day activities they may take for granted. It addresses common excuses teens may use when not buckling up and the consequences of those choices.

Spring is an ideal time to reach teenagers as they prepare for milestone events in their lives, such as prom and graduation. The campaign will work to encourage teens to think about what they might miss if they don’t make the choice to buckle up and arrive alive.

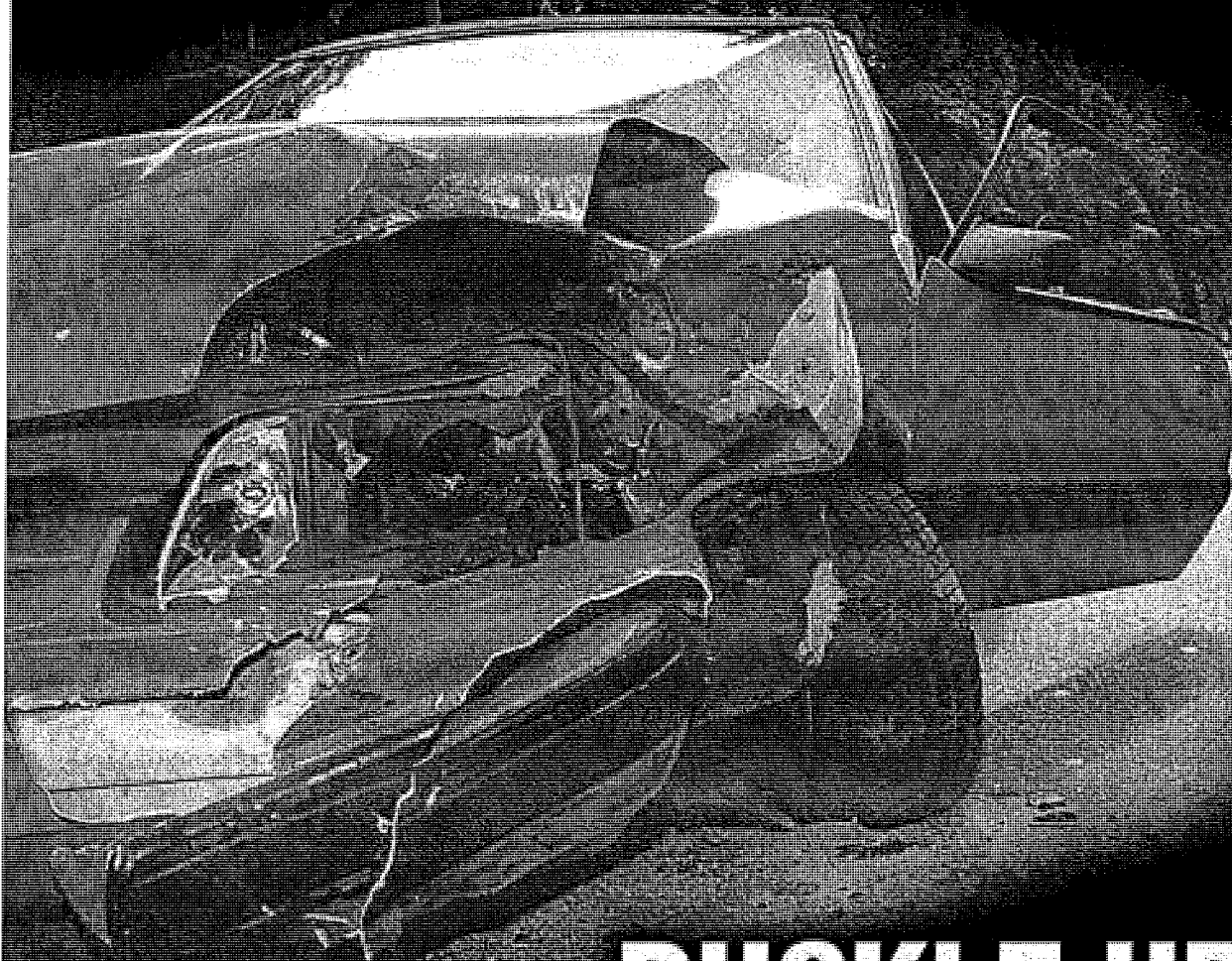
Internet, radio, and cable advertising begins in early April and runs through late May. Theater public service announcements are scheduled in theaters across the state, and posters have been created for statewide use.

Focus groups conducted last summer found that teens consider realism as one of the most effective ways to encourage safety belt use. Twelve focus groups were conducted last summer by MCRS in conjunction with the Institute of Public Policy and the Truman School of Public Affairs at the University of Missouri. These findings, along with information gained from last year’s Restrain Yourself video contest winners, were used to develop the campaign.

A study conducted by the National Highway Traffic Safety Administration found that young drivers account for only six percent of all drivers (ages 15-20), but they account for 14 percent of all fatal crashes. Between 2003-2005, nearly eight out of 10 teens killed in traffic crashes were not buckled up.

For more information about the new campaign or teen safety belt use, visit [www.saveMOlives.com](http://www.saveMOlives.com).

NEVER MADE IT  
HOME FROM  
SCHOOL

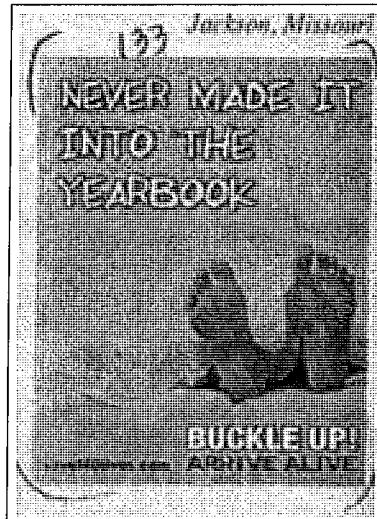
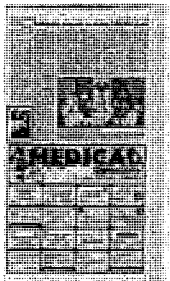


[saveMOLives.com](http://saveMOLives.com)

**BUCKLE UP!**  
**ARRIVE ALIVE**

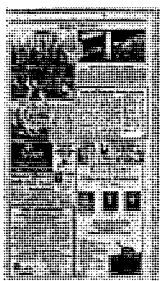


Cassville  
Democrat  
Cassville, MO  
Circ. 3678  
From Page:  
8  
2/28/2007  
17600





Star Herald  
Belton, MO  
Circ. 4250  
From Page:  
3  
3/1/2007  
15537



## Seat belt program focuses on teens

The Belton Police Department will be participating in a teen safety belt enforcement program March 1-16 to reduce injuries and deaths among teens on Missouri roads. The enforcement effort is an important part of the Missouri Coalition for Roadway Safety's "Never Made It" teen safety belt campaign.

Driver's license checkpoints will be conducted throughout the state to ensure drivers, including teen drivers operating on a graduated driver license, are operating within the restrictions of their license. Officers will check for proof of insurance and enforce the provisions of the law that make safety belt usage a requirement of the

intermediate license.

Belton Police Chief James Person said, "It is the department's goal to get all drivers, especially teens, to wear their safety belts. This enforcement campaign will be one more step in reaching this goal."

Consider these facts regarding Missouri's young drivers:

- Drivers under the age of 21 are a high-risk age group. They comprise only 10.5 percent of the licensed drivers, but are involved in 29 percent of the traffic crashes.

- A total of 267 people were killed and 19,616 were injured in 2005 traffic crashes involving drivers under age 21.

- Results of a recent sur-

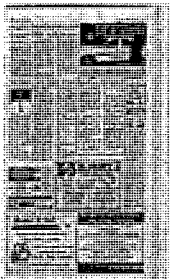
vey among teens in the state revealed a 56 percent safety belt usage. The overall statewide safety belt usage is 75 percent.

The new "Never Made It" teen safety belt marketing campaign uses realistic, chilling images coupled with a "never made it" message to convey the potential consequences of not buckling up and what teens will miss out on if they die in a traffic crash because of their failure to wear a seat belt.

For more information about the Belton Police Department's participation in the program, call Sgt. Mike Davis at 331-5522.



The Journal  
Belton, MO  
Circ. 3790  
From Page:  
5  
3/1/2007  
15968



## <sup>137</sup> (Local Law Enforcement) Focusing On Teen Drivers

The Belton Missouri Police Department will be participating in a teen safety belt enforcement program March 1-16 to reduce injuries and deaths among teens on Missouri roads. The enforcement effort is an important part of the Missouri Coalition for Roadway Safety's *Never Made It* teen safety belt campaign.

Driver's license checkpoints will be conducted in the state to ensure drivers, including teen drivers operating on a graduated driver license, are operating within the restrictions of their license. Officers will check for proof of insurance and enforce the provisions of the law that make safety belt usage a requirement of the intermediate license.

Chief James Person of the police department said, "It is the department's goal to get all drivers, especially teens, to wear their safety belts. This enforcement campaign will be

one more step in reaching this goal."

Consider these facts regarding Missouri's young drivers:

- Drivers under the age of 21 are a high-risk age group. They comprise only 10.5 percent of the licensed drivers, but are involved in 29 percent of the traffic crashes.

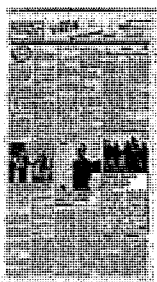
- A total of 267 people were killed and 19,616 were injured in 2005 traffic crashes involving drivers under age 21.

- Results of a recent survey among teens in the state revealed a 56 percent safety belt usage. The overall statewide safety belt usage is 75 percent.

The new *Never Made It* teen safety belt marketing campaign uses realistic, chilling images coupled with a "never made it" message to convey the potential consequences of not buckling up and what teens will miss out on if they die in a traffic crash because of their failure to wear a seat belt.



News Dispatch  
Seneca, MO  
Circ. 1868  
From Page:  
1b  
3/1/2007  
17029



## Newton County teen drivers, buckle-up 133

by Andrea Morelli

The Newton County Sheriff's Office will be participating in a Teen Safety Belt Enforcement Program. The Program is sponsored by the Missouri Coalition for Roadway Safety and is titled, "Never Made It" Teen Safety Belt Campaign.

According to Newton County Sheriff Ken Copeland, the Missouri Coalition of Road Safety, gave Missouri sheriff departments grant money to cover the over time involved with setting up check points.

Driver's license checkpoints will be conducted statewide to insure all drivers, including teen drivers are operating within the restrictions of their license.

Officers will also check for proof of insurance and enforce the provision of the law that

makes safety belt usage a requirement of the intermediate license.

In the last three years, nearly 600 young people died in traffic crashes in Missouri. Of those who had access to a safety belt, 75 percent were not buckled up.

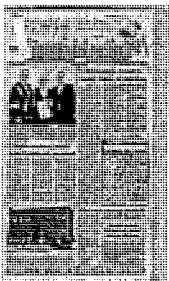
The campaign will be conducted between March 1 and March 16. "We won't release exact dates and times for check points, and we will be holding them at various times," stated Copeland. "We are not targeting kids to write citations, we are targeting kids to save their lives."

"We are letting them know now we will be out there, doing these check points, so if they wear their seat belts now and make sure they have their drivers license, proof of insurance they will be okay."





Aurora  
Advertiser  
Aurora, MO  
Circ. 2904  
From Page:  
1  
3/2/2007  
17525



## <sup>133</sup>Belt enforcement focuses on teens

The Lawrence County Sheriff's Department will be participating in a teen safety belt enforcement program March 1 through 16 aimed at reducing injuries and deaths among teens on Missouri's roads.

The enforcement effort is an important part of the Missouri Coalition for Roadway Safety's "Never Made It" teen safety belt campaign, said Lt. Brad DeLay from the sheriff's department.

Officers will be conducting driver's license checkpoints to ensure all drivers, including teen drivers operating on graduated driver licenses, are operating within the restrictions of their licenses. Officers will check for proof of insurance and enforce the provisions of the law that make safety belt usage a requirement of the intermediate license.

Lt. DeLay offered some facts

to ponder:

- Drivers under the age of 21 are a high-risk age group in the state. They comprise only 10.5 percent of the licensed drivers, but are involved in 29 percent of the traffic crashes.

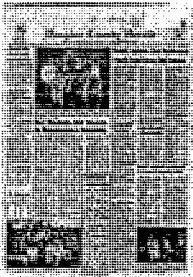
- In 2005, a total of 267 people were killed and 19,616 were injured in traffic crashes involving drivers under the age of 21.

- Results of a recent survey among teens in the state revealed a 56 percent safety belt usage rate. The overall statewide safety belt usage rate is 75 percent.

The new "Never Made It" teen safety belt marketing campaign uses realistic, chilling images coupled with a "never made it" message to convey the potential consequences of not buckling up and what teens will miss out on if they die in a traffic crashes because of their failure to wear seat belts.



Douglas County  
Herald  
Ava, MO  
Circ. 4925  
From Page:  
1  
3/1/2007  
18531



## Local Law Enforcement

### Focusing on Teen Drivers

### During Statewide Effort

The Douglas County Sheriff's Department and the Ava Police Department will be participating in a teen safety belt enforcement program March 1-16 to reduce injuries and deaths among teens on Missouri roads.

The enforcement effort is an important part of the Missouri Coalition for Roadway Safety's *Never Made It* teen safety belt campaign.

Driver's license checkpoints will be conducted in the state to ensure all drivers, including teen drivers operating on a graduated driver license, are operating within the provisions of the law that make safety belt usage a requirement of the intermediate license.

Consider these facts regarding Missouri's young drivers:

- Drivers under the age of 21 are a high-risk age group in the state. They comprise only 10.5 percent of the licensed drivers, but are involved in 29 percent of the traffic crashes.

- A total of 267 people were killed and 19,616 were injured in 2005 traffic crashes involving drivers under age 21.

- Results of a recent survey among teens in the state revealed a 56 percent safety belt usage rate. The overall statewide safety belt usage rate is 75 percent.

"If we save one of our teenager's lives, this effort will be worthwhile," said Sheriff Gary Koop.

The new *Never Made It* teen safety belt marketing campaign uses realistic, chilling images coupled with a "never made it" message to convey the potential consequences of not buckling up and what teens will miss out on if they die in a traffic crash because of their failure to wear a seat belt.

# MISSOURI

# Annual Report 2007

**PROJECT TITLE:**

CPS Paid Media

**PROJECT NUMBER:**

07-PM-02-03

**PROGRAM AREA:**

Police Traffic Services

**JURISDICTION SIZE:**

5,000,000

**TYPE OF JURISDICTION:**

Statewide

**TARGETED POPULATION:**

Parents/Caregivers of Small Children

**AGENCY NAME:**

Highway Safety Division

**AGENCY CONTACT:**

Dr. Leanna Depue

**PROJECT DESCRIPTION:**

The goal of this in-house memo project is to decrease the number of motor-vehicle related deaths and injuries among children by increasing child safety seat and booster seat use.

Informational materials and/or advertising will be created to increase awareness of child passenger safety issues.

**PROBLEM IDENTIFICATION:**

Motor-vehicle crashes are the leading cause of death in the United States for people of every age from two through 33 years old. They are the seventh leading cause of death in the United States, killing more than 40,000 Americans and injuring 2.9 million each year.

While 98 percent of America's infants (under age one) and 93 percent of children ages one to three are now regularly restrained, far too few kids ages four to eight are restrained properly for their size and age. Only 10 to 20 percent of children ages four to eight who should be using booster seats to protect them are actually in them.

In 2003-2005, 27 children under the age of 4 were killed in a motor vehicle. In known cases, 42.3% were not using any type of restraint device. There were 220 children under 4 seriously injured as occupants in motor vehicles in 2003-2005.

The mission of the Highway Safety Division is to reduce injuries and deaths resulting from traffic crashes occurring on Missouri roadways. This is accomplished through enforcement, education, engineering and emergency medical services.

**GOALS AND OBJECTIVES:**

The goal of this in-house memo project is to educate parents and caregivers about transporting children safely in a motor vehicle using appropriate child restraints.

**Objectives:**

1. To increase the use of child safety seats including booster seats.

**RESULTS:**

Child passenger safety received a good amount of attention in the state during Child Passenger Safety Week February 11-18, 2007. Radio, television and print ads promoted child passenger safety and educated the public about recent legislation for transporting children under age 8 (effective Aug. 2006). Please see attached materials for more information on the media purchase.

Multiple events were scheduled in the state. The Missouri Police Chiefs Association in Jefferson City hosted a child safety seat check on Feb. 14, encouraging parents and caregivers to buckle up their children and keep them safe on Missouri roads. In additions, several radio stations across the state offered remotes, where they hosted their show at a store or event and focused on the importance of car seats. Drawings were planned at each event, with a car seat as the prize.

A media kit was distributed to the ten regional coalitions in the Missouri Coalition for Roadway Safety, MoDOTcommunity relations contacts and the participating radio stations with information on how to reach local child passenger safety liaisons, media talking points and the press release that was sent statewide, pumptopper artwork and radio live reads.

Other advertising venues consisted of gasoline "pumptoppers" at 280 Casey's General Stores across the state. The ad portrayed a young boy in his car seat wearing a cape and sunglasses with his arms in a position of triumph. The ad text was "Be Their Super Hero, Boost & Buckle Kids under 8!" This was an excellent and inexpensive way to reach the rural population at a point when they have the opportunity to immediately make sure their child is buckled in safely. The ads remained at the general stores for the entire month of February.

The graphic used for the pumptopper ad was also made into posters and distributed to the ten regional coalitions.

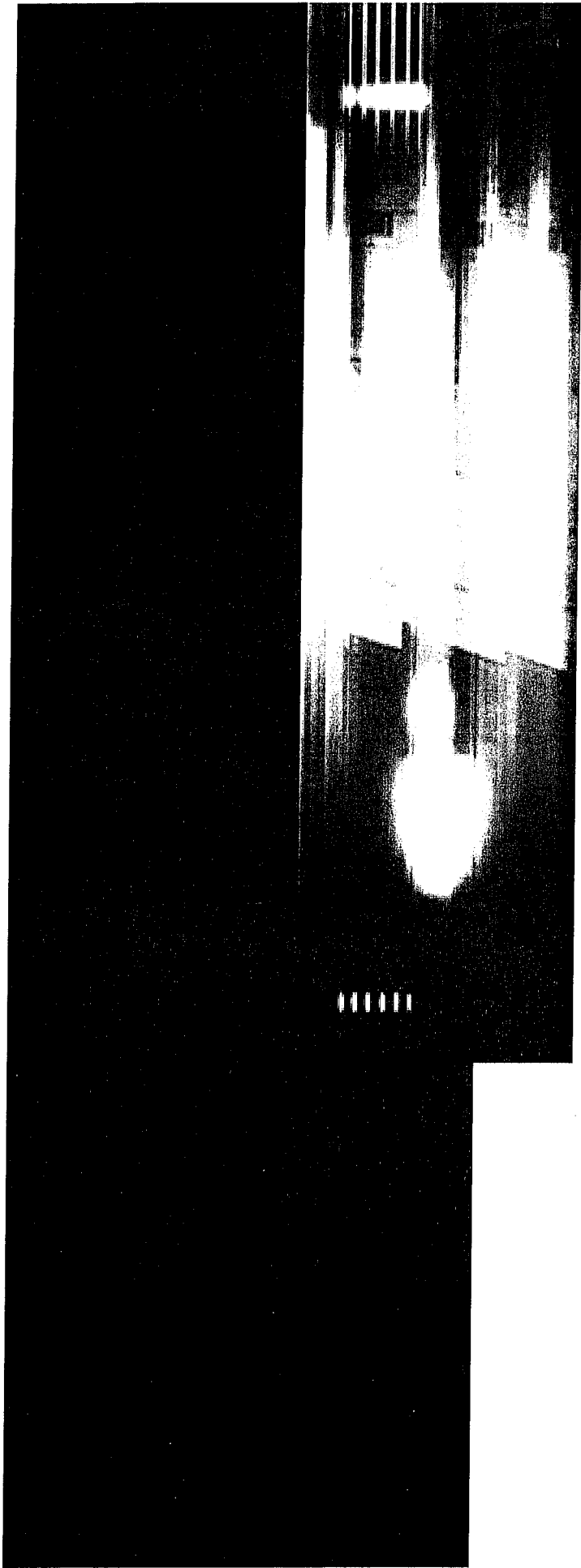
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**FUNDING:**

402 : \$110,000.00

**HS CONTACT:**

Laura Holloway  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
573-751-4161



 truemedia

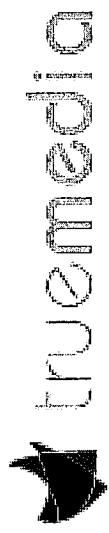


Missouri Department of Transportation

# Child Passenger Safety

## Campaign Summary

- Geography-Statewide
- Media-Radio, TV, Billboards
- Demographic-Women 25-35
- Budget: \$100,000



# Radio

- Flight Dates
  - 2/12-2/18
- Markets
  - St. Louis
  - Kansas City
  - Columbia/Jefferson City
  - Springfield
  - St. Joseph
  - Cape Girardeau
  - Kirksville
  - Quincy/Hannibal
  - Joplin

# Radio

○ St. Louis	\$9,732.88	○ Cape Girardeau	\$2,712.79
— GRP's 143.1		— GRP's 232.0	
— CPP \$68.01		— CPP \$11.69	
○ Kansas City	\$7,110.89	○ St. Joseph	\$1,423.10
— GRP's 121.0			
— CPP \$58.77		○ Kirksville	\$659.30
○ Columbia/Jeff City	\$2,974.44		
— GRP's 194.6		○ Quincy/Hannibal	\$1,701.05
— CPP \$15.29			
○ Springfield	\$2,231.94	○ Joplin	\$972.83
— GRP's 199.3		— GRP's 103.0	
— CPP \$11.20		— CPP \$9.44	





## Broadcast TV

- Flight Dates
  - 2/12-2/18
- Markets
  - St. Louis
  - Kansas City
  - Columbia/Jefferson City
  - Springfield
  - St. Joseph
- Shows
  - Grey's Anatomy, Regis & Kelly, Dr. Phil, Survivor, Oprah, Ellen, American Idol, ER, View, Extreme Home Makeover, Desperate Housewives, Bones, Soaps



## Broadcast TV

○ St. Louis	\$18,414.19	○ Kirksville	\$1,084.01
— GRP's 163.3		— GRP's 72.5	
— CPP \$112.76		— CPP \$14.95	
○ Kansas City	\$17,075.40	○ St. Joseph	\$2,107.79
— GRP's 145.5		— GRP's 98.5	
— CPP \$117.36		— CPP \$21.40	
○ Columbia/Jeff City	\$6,151.96	○ Cape Girardeau	\$2,784.13
— GRP's 235.5		— GRP's 83.7	
— CPP \$26.13		— CPP \$33.26	
○ Springfield	\$6,462.34		
— GRP's 188.1			
— CPP \$34.35			

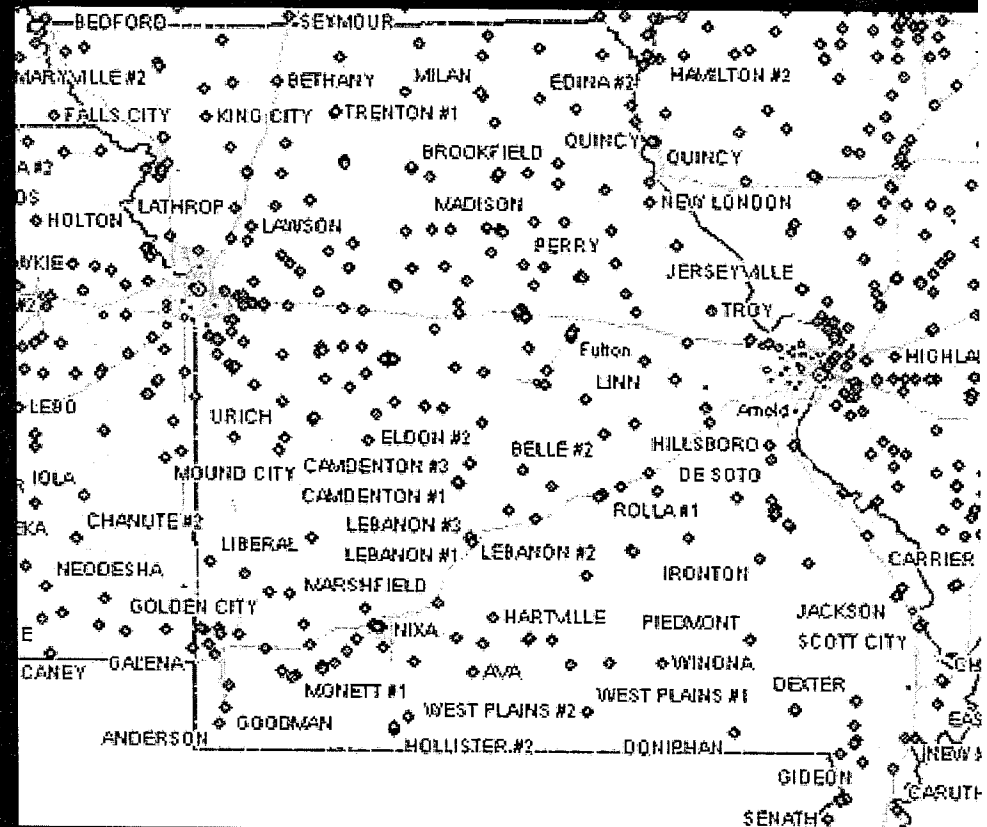
# Billboards

## Casey's General Stores

- 6<sup>th</sup>- national rank for number of pizza ovens
- 94%- stores with pay-at-the-pump
- 14" X 10" ads placed above, between, or near the gas pumps.
- Seen by 32,000\* prospects per store per month
- Viewed 3 times per visit for a total of 3 to five minutes\*\*

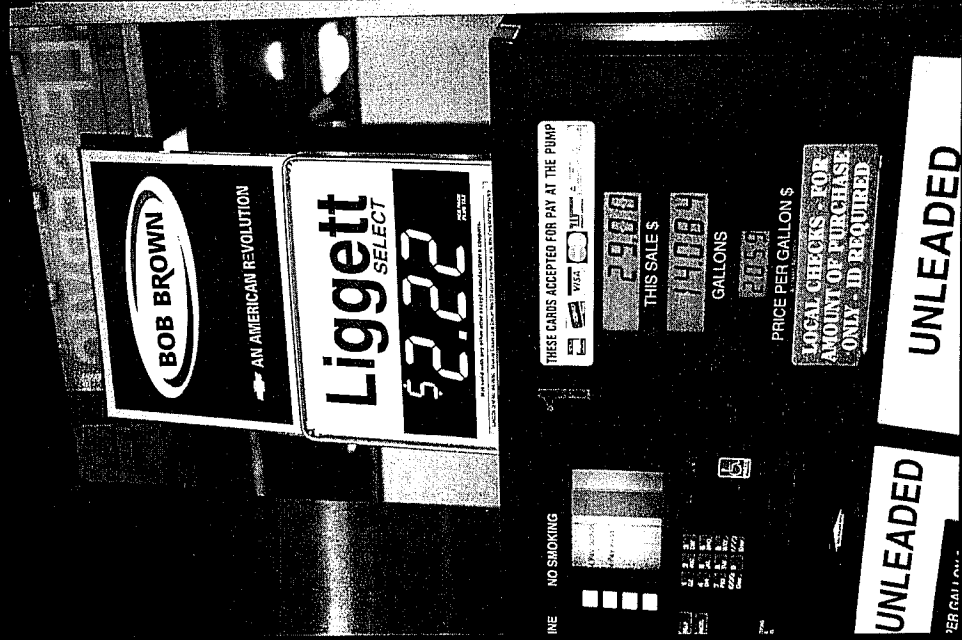
\*Based on Casey's data showing an average of 17,570 customer per store and industry data of 1.84 viewers per vehicle.

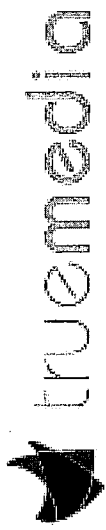
\*\*Industry Averages for convenience stores.



# Billboards

- 280 stores
- Total Investment: \$16,350





## Total Investment

○ Radio:	\$29,519.22
○ TV:	\$54,079.82
○ <u>Billboards:</u>	<u>\$16,350.00</u>
○ Total:	\$99,949.04

MISSOURI DEPARTMENT of TRANSPORTATION  
CHILD SAFETY  
WINTER 2007 TELEVISION POST SUMMARY

<u>Market</u>	<u>Station</u>	<u># Paid Spots</u>	<u># PSA Spots</u>	<u># Total Spots</u>	<u>Final Gross Cost</u>	<u>Final Net Cost</u>	<u>Final MODOT Cost</u>	<u>W25-34 Final Est. GRPS</u>	<u>W25-34 TOTAL GRPS</u>	<u>Index Total vs. Est.</u>	<u>Other Elements</u>
Columbia/ Jefferson City	KMIZ, KRCG, KQFX, KOMU	57	25	82	\$ 6,500.00	\$ 5,525.00	\$ 6,022.25	228.7	261.9	115%	
Kansas City	KCWE, KCTV, KSHB, WDAF, KMBC	34	17	51	\$ 17,930.00	\$ 15,240.50	\$ 16,612.15	145.5	136.6	94%	
Ottumwa/ Kirksville	KTVO	23	2	25	\$ 1,170.00	\$ 994.50	\$ 1,084.01	72.5	136.5	188%	
Paducah/Cape Girar/Harr.	KFVS, WPSD	15	11	26	\$ 3,005.00	\$ 2,554.25	\$ 2,784.13	83.7	83.0	99%	
Springfield	KYTV, KSFX, KSPR KOLR	55	42	97	\$ 5,665.00	\$ 4,815.25	\$ 5,248.62	165.2	205.8	125%	
St. Joseph	KQTV	22	3	25	\$ 1,675.00	\$ 1,423.75	\$ 1,551.89	88.5	86.1	97%	
St. Louis	KMOV, KTVI, KSDK KDNL	28	31	59	\$ 19,875.00	\$ 16,893.75	\$ 18,414.19	163.3	131.8	81%	
TELEVISION TOTAL		234	131	365	\$ 55,820.00	\$ 47,447.00	\$ 51,717.23				

WINTER 2007 RADIO POST SUMMARY

Columbia/ Jefferson City	KCLR, KPLA, KOQL	70	0	70	\$ 3,210.40	\$ 2,728.84	\$ 2,974.44	194.6	146.8	75%	Sponsorship Billboards
Joplin	KSYN	30	10	40	\$ 1,050.00	\$ 892.50	\$ 972.83	103.0	107.1	104%	
Kansas City	KBEQ, KMXV, KPRS	79	20	99	\$ 7,670.00	\$ 6,519.50	\$ 7,106.26	120.5	148.4	123%	
Paducah/Cape Girar/Harr.	KKLR, WKIB, KEZS	75	0	75	\$ 2,928.00	\$ 2,488.80	\$ 2,712.79	No ratings available			Remotes
Quincy/ Hannibal	WCOY, KGRC, KRRY	90	24	114	\$ 1,836.00	\$ 1,560.60	\$ 1,701.05	No ratings available			
Kirksville	KTUF	30	0	30	\$ 711.60	\$ 604.86	\$ 659.30	No ratings available			
Springfield	KTOZ, KSPW, KTTS	58	29	87	\$ 2,409.00	\$ 2,047.65	\$ 2,231.94	199.3	111.5	56%	
St. Joseph	KKJQ, KSJQ	45	0	45	\$ 1,536.00	\$ 1,305.60	\$ 1,423.10	No ratings available			
St. Louis	KSLZ, WARH, WMVN	84	5	89	\$ 10,505.00	\$ 8,929.25	\$ 9,732.88	143.9	97.0	67%	Billboards
RADIO TOTAL		561	88	649	\$ 31,856.00	\$ 27,077.60	\$ 29,514.58				
COMBINED TV/RADIO		795	219	1014	\$ 87,676.00	\$ 74,524.60	\$ 81,231.81				

# **Missouri Child Passenger Safety Week**

February 11-17, 2007

## **Media Kit**

This Media Kit includes:

- Talking points
- Radio live reads
- Child passenger safety liaisons for Missouri
- Safe Kids Coalition list \*
- Partner lists
- Artwork

\*The Safe Kids Coalition should be used as the primary contact list for the radio station remotes. These contacts can help with the child safety seat checks.

## **Talking Points for Child Passenger Safety Week February 2007**

### **Current Law for Transporting Children under 16:**

- A new Missouri law (307.178 & 307.179 RSMo) effective August 2006 made drivers responsible to assure all children under the age of sixteen are properly secured in a motor vehicle.
- One of the main points of the law says that children ages 4 through 7, who weigh at least 40 pounds, must be in an appropriate child safety seat or booster seat (unless they weigh 80 pounds or more or are 4'9" tall or greater)
- The law allows for primary enforcement, which means that a law enforcement officer can stop a driver for no other reason than non-compliance with this law – the fine is \$50.
- 
- Children less than 4 years old or less than 40 pounds must be in an appropriate child safety seat;
- Children age 8 and over, or who weigh at least 80 pounds or are at least 4'9" tall, are required to be secured by a safety belt or booster seat appropriate for that child.
- The law applies to cars, pickup trucks, sport utility vehicles, and vans.
- Missouri received a total of \$852,790 in federal funds as a result of the passage of the booster seat law. Up to half of that money may be spent on child safety seats and booster seats for low-income families. The funding can also be used for cps training, law enforcement activities and the development of materials regarding child passenger safety.

### **Missouri Child Restraint Usage Statistics**

- The 2006 data from 21 survey sites revealed a usage rate of 82.8% for children under age four.
- Eighty-eight percent of the children were located in the back seat of the vehicle.
- When the driver was belted, 94% of the children were also restrained. In contrast, when the driver was not belted 42% of the children were also not restrained.
- In 2005, 18 children under eight years of age were killed and 2,212 were injured as occupants in motor vehicle crashes in Missouri.

### **From National Highway Traffic Safety Administration:**

- When used correctly, child safety seats are 71% effective in preventing fatalities for infants and 54% for toddlers.
- The use of belt-positioning booster seats lowers the risk of injury to children in crashes by 59% compared to the use of vehicle safety belts alone.
- People may check [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov) (National Highway Traffic Safety Administration) to find a fitting station or technician in their area.

### **Safe Kids Coalitions**

- There are nine Safe Kids Coalitions in Missouri that are active in promoting child passenger safety, including safety seat check events. To contact a coalition in your area, call Missouri's Safe Kids Coordinator, Imtiaz Mahmood, at 573-751-6210.



## **Child Passenger Safety Live Reads -- Radio**

15 seconds:

Missouri law now requires kids 4 through 7 to be buckled into a booster seat. Younger kids must be secured in a child safety seat and all kids under 12 should ride in the back seat. Visit [modot.org](http://modot.org) to find out more. Boost and Buckle to ARRIVE ALIVE.

10 seconds:

Missouri law now requires kids under eight to be buckled into the appropriate child safety seat. Visit [modot.org](http://modot.org) to find out more. Boost and Buckle to ARRIVE ALIVE.

# Missouri District Child Passenger Safety Liaisons

## **District 1 -- Northwest**

Janice Carter  
Safety & Health Council, Inc.  
118 S 5<sup>th</sup> Street  
St. Joseph, MO 64501  
Phone: 816-233-3330  
[sjsc@ponyexpress.net](mailto:sjsc@ponyexpress.net)

## **District 2 -- North Central**

Captain Joe Schilling  
Kirksville Fire & Rescue  
401 N. Franklin Street  
Kirksville, MO. 63501  
Phone: 660-665-3734  
Cell: 660-349-8769  
[kvfire23@firehousemail.com](mailto:kvfire23@firehousemail.com)

## **District 3 -- Northeast**

Julina Kirby  
Marion County Health Department  
and Home Health Agency  
3105 Rt. W  
P.O. Box 1378  
Hannibal, MO 63401  
Phone: 573-221-1166  
Fax: 573-221-1214  
[kirbyj@lpha.dhss.mo.gov](mailto:kirbyj@lpha.dhss.mo.gov)

## **District 4 -- Kansas City Area**

Kathy Zents  
Safety & Health Council of Western MO & KS  
5829 Troost Ave  
KC MO 64110  
Phone: 816-842-5223 ext \*226  
[kathyzents@safetycouncilmoks.com](mailto:kathyzents@safetycouncilmoks.com)

## **District 5 -- Central**

Melissa A. Stradt  
Certified CPS Instructor  
Camdenton Police Department  
437 West US Highway 54  
Camdenton, MO 65020  
Phone: 573-346-3604  
Fax: 573-346-7920  
[policedept@camdentoncity.com](mailto:policedept@camdentoncity.com)

## **District 6 -- St. Louis Area**

Mark Caswell  
Chesterfield Police  
690 Chesterfield Pkwy-West  
Chesterfield, MO 63017  
Phone: 636-537-6769  
[mcaswell@chesterfield.mo.us](mailto:mcaswell@chesterfield.mo.us)

## **District 8 -- Springfield Area**

Pam Holt, RN, BSN  
Trauma Prevention Education Coordinator  
Chair, National Child Passenger Safety Board  
St. John's Hospital Trauma Services  
1900 S. National, Suite 1910  
Springfield, MO 65804  
Phone: 417-820-6672  
Fax: 417-820-8755  
Cell: 417-818-7738  
[pholt@sprg.mercy.net](mailto:pholt@sprg.mercy.net)

## **District 9 -- South Central**

Sgt. Marty Elmore, Troop G Headquarters  
North City Limits on Bus. US 60-63  
P.O. Box 10  
Willow Springs, MO 65793  
Phone: 417-469-3121  
[Marty.Elmore@mshp.dps.mo.gov](mailto:Marty.Elmore@mshp.dps.mo.gov)

## **District 10 -- Southeast**

Sharee A. Galnore Coordinator  
Cape Girardeau Safe Communities  
40 S. Sprigg St.  
Cape Girardeau, MO 63703  
Phone: 573-335-7908  
[mailto:sgalnore@cityofcapegirardeau.org](mailto:mailto:sgalnore@cityofcapegirardeau.org)

## **State Coordinator**

Pam Hoelscher  
MO State CPS Coordinator  
Highway Safety Division, MoDOT  
2211 St. Mary's Blvd  
P.O. Box 270  
Jefferson City, MO 65102  
Phone: 573-751-4161  
Fax: 573-634-5977  
[Pamela.Hoelscher@modot.mo.gov](mailto:Pamela.Hoelscher@modot.mo.gov)

## Missouri SAFE KIDS Coalition Contacts

### Statewide Coordinator

**Imtiaz Mahmood**

**Injury Prevention Program Manager  
Safe Kids Missouri Coordinator**

Department of Health and Senior  
Services

930 Wildwood, P.O. Box 570

Jefferson City, MO 65102

Phone: 573-751-6210

Fax: 573-526-5347

Email: [imtiaz.mahmood@dhss.mo.gov](mailto:imtiaz.mahmood@dhss.mo.gov)

### Northwest area

#### Kansas City

Counties: Jackson, Clay, and Platte;  
and Wyandotte County Kansas

**Deb Bumgardner, Coordinator**

SAFE KIDS Metro KC Coalition

Maternal and Child Health Coalition of  
Greater Kansas City

6400 Prospect, Suite 216

Kansas City, Missouri 64132

Phone: 816-283-6242 x 244

Fax: 816-283-0307

Email: [dbumgardner@mchc.net](mailto:dbumgardner@mchc.net)

### Southwest area

#### Newton/Jasper

Counties: Newton, Jasper, McDonald  
and Barton

**Jo Sitton, Coordinator**

Newton/Jasper County SAFE KIDS

Southwest MO Community Alliance

3230 S Wisconsin, Suite E

Joplin, MO 64804

Phone: 417-782-9899

Fax: 417-782-4337

Email: [jsitton@swmca.org](mailto:jsitton@swmca.org)

### Springfield

Counties: Greene, Dallas, Polk, Dade,  
Laclede, Lawrence, Webster, Christian,  
Taney, Stone

**Daphne Greenlee, Coordinator**

Springfield SAFE KIDS

Safety Council of the Ozarks

1111 S Glenstone

Springfield, MO 65804

Phone: 417 869-2121

Fax: 417 869-2133

Email: [dgreenlee@nscozarks.org](mailto:dgreenlee@nscozarks.org)

### Central area

#### Columbia

Counties: Boone, Audrain, Cooper,  
Howard

**Lezlie Dahlke, Coordinator**

Columbia SAFE KIDS

University Hospital and Clinics

One Hospital Drive

Columbia, MO 65212

Phone: 573 884-3660

Fax: 573 884-5410

Email: [Dahlkel@health.missouri.edu](mailto:Dahlkel@health.missouri.edu)

### Jefferson City

Counties: Camden, Cole, Callaway,  
Osage, Miller, Moniteau, Morgan

**Contact: Sheldon Lineback**

SAFE KIDS of Central Missouri

1001 East High Street

Jefferson City, MO 65101

Phone: 573-636-5444

Fax: 573-636-6634

Email: [slineback@mopca.com](mailto:slineback@mopca.com)

### Northeast

Counties: Marion, Ralls, Randolph,  
Macon, Saline

**Julina Kirby, Coordinator**

SAFE KIDS Northeast Missouri

Marion County Health Dept.

3105 Rte W, PO Box 1378

Hannibal, MO 63401

Phone: 573 221-1166

Fax: 573 221-1214

Email: [Kirbyj@lpha.health.state.mo.us](mailto:Kirbyj@lpha.health.state.mo.us)

### St. Charles County

Counties: St. Charles, Warren and  
Lincoln

**Dave Horning, Coordinator**

SAFE KIDS St. Charles

Central County Fire and Rescue

One Timberbrook Drive

St. Peters, MO 63376

Phone: 636 970-9700 or

636-248-0771

Fax: 636-970-9715

Email: [sk\\_stcharlesmo@yahoo.com](mailto:sk_stcharlesmo@yahoo.com)

### St. Louis

Counties: St. Louis City, St. Louis  
County, Jefferson, Washington and  
Franklin

**Cathy Hogan, Coordinator**

St. Louis SAFE KIDS

MO Regional Poison Control  
Center

SSM Cardinal Glennon Children's  
Hospital

7980 Clayton Road, Suite 200

St. Louis, MO 63117

Phone: 314 612-5770

Fax: 314 612-5740

Email:

[cathy.Metzger@ssmhc.com](mailto:cathy.Metzger@ssmhc.com)

**Carla Sauerwein, Co-  
Coordinator**

St. Louis SAFE KIDS

MO Regional Poison Control  
Center

SSM Cardinal Glennon Children's  
Hospital

7980 Clayton Road, Suite 200

St. Louis, MO 63117

Phone: 314 612-5770

Fax: 314 612-5740

Email:

[Carla.sauerwein@ssmhc.com](mailto:Carla.sauerwein@ssmhc.com)

### Southeast area

#### Cape Girardeau

Counties: Bollinger, Butler, Cape  
Girardeau, Carter, Dunklin, Iron,  
Madison, Mississippi, New Madrid,  
Pemiscot, Perry, Ripley, Scott, Ste.  
Genevieve, St. Francis, Stoddard,  
and Wayne

**Brooke Kirby Coordinator**

Safe Kids Cape Girardeau

Southeast Missouri Hospital

1701 Lacey Street

Cape Girardeau, MO 63701

Phone: 573 331-6531

Fax: 573 986-5952

Email: [bkirby@sehosp.org](mailto:bkirby@sehosp.org)

# Missouri Coalition for Roadway Safety Contact List

## Northwest Region

Don Wichern, District Engineer  
MoDOT - District 1  
P. O. Box 287  
3602 North Belt Highway  
St. Joseph, MO 64502  
Phone: 816-387-2422  
Fax: 816-387-2359  
Don.Wichern@modot.mo.gov

Elaine Justus, Public Affairs Manager  
MoDOT - District 1  
P. O. Box 287  
3602 North Belt Highway  
St. Joseph, MO 64502  
Phone: 816-387-2353  
Fax: 816-387-2359  
Margaret.Justus@modot.mo.gov

## North Central Region

Dan Skouby, Traffic Operations Engineer  
MoDOT - District 2  
P. O. Box 8  
902 North Missouri St.  
Macon, MO 63552  
Phone: 660-385-8260  
Fax: 660-385-6678  
Daniel.Skouby@modot.mo.gov

Tammy Wallace, Community Relations Manager  
MoDOT - District 2  
P. O. Box 8  
902 North Missouri St.  
Macon, MO 63552  
Phone: 660-385-8209  
Fax: 660-385-6678  
Tammy.Wallace@modot.mo.gov

## Northeast Region

Marisa Brown, Public Information Manager  
MoDOT - District 3  
P. O. Box 1067  
1711 South Hwy 61  
Hannibal, MO 63401  
Phone: 573-248-2502  
Fax: 573-526-0070  
Marisa.Brown@modot.mo.gov

Kristy Yates, Traffic Engineer  
MoDOT - District 3  
111 Francis Drive  
Troy, MO 63379  
Phone: 636-288-5757  
Kristy.Yates@modot.mo.gov

## Kansas City Region

Lindsay Hogan, Traffic Engineering Specialist  
MoDOT - District 4  
600 Northeast Colbern Rd.  
Lee's Summit, MO 64086  
Phone: 816-622-0406  
Fax: 816-622-0440  
Lindsay.Hogan@modot.mo.gov

## Central Region

Matthew Myers, Traffic Engineer  
MoDOT - District 5  
P. O. Box 718  
1511 Missouri Blvd.  
Jefferson City, MO 65102  
Phone: 573-751-7692  
Fax: 573-522-1059  
Matthew.Myers@modot.mo.gov

## St. Louis Region

Ed Hassinger, District Engineer  
MoDOT - District 6  
1590 Woodlake Dr.  
Chesterfield, MO 63017  
Phone: 314-340-4200  
Fax: 314-340-4119  
Edward.Hassinger@modot.mo.gov

Stephen Clark, Transportation Planning Coordinator  
MoDOT - District 6  
1590 Woodlake Drive  
Chesterfield, MO 63017  
Phone: 314-340-4164  
Fax: 314-340-4119  
Stephen.Clark@modot.mo.gov

## Southwest Region

Dan Salisbury, Assistant District Engineer  
MoDOT - District 7  
P. O. Box 1445  
3901 E. 32nd St.  
Joplin, MO 64802  
Phone: 417-629-3394  
Fax: 417-629-3140  
Daniel.Salisbury@modot.mo.gov

## Springfield Region

Joe Rickman, Traffic Engineer  
MoDOT - District 8  
P. O. Box 868  
3025 East Kearney  
Springfield, MO 65801  
Phone: 417-895-7635  
Fax: 417-895-7711  
Joseph.Rickman@modot.mo.gov

## **Missouri Coalition for Roadway Safety Contact List (cont'd)**

### **South Central Region**

Chris Rutledge, Transportation Project Manager  
MoDOT - District 9  
P. O. Box 220  
910 Springfield Road  
Willow Springs, MO 65793  
Phone: 417-469-6239  
Fax: 417-469-4555  
Christian.Rutledge@modot.mo.gov

Shelly Cooper, Senior Office Assistant  
MoDOT - District 9  
P. O. Box 220  
910 Springfield Road  
Willow Springs, MO 65793  
Phone: 417-469-6230  
Fax: 417-469-4555  
Shelly.Cooper@modot.mo.gov

### **Southeast Region**

Jay Lancaster, District Design Liaison  
MoDOT - District 10  
P. O. Box 160  
2675 North Main St.  
Sikeston, MO 63801  
Phone: 573-472-5264  
Fax: 573-472-5381  
Jay.Lancaster@modot.mo.gov

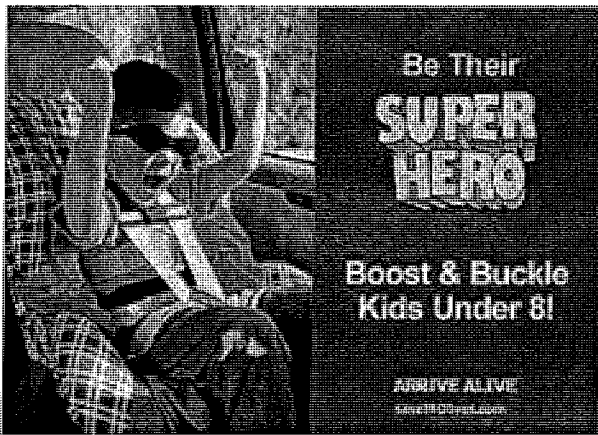
## Missouri Department of Transportation Community Relations Contacts

Employee	Office
<b>Central Office</b> <b>Melissa Black</b> melissa.black@modot.mo.gov System Management Outreach Coord.	P.O. Box 270 Jefferson City, MO 65102 Phone: 573/526-4141 Fax: 573/522-9502
<b>Central Office</b> <b>Sandy Hentges</b> sandra.hentges@modot.mo.gov System Management Outreach Coord.	P.O. Box 270 Jefferson City, MO 65102 Phone: 573/526-4141 Fax: 573/522-9502
<b>Central Office</b> <b>Laura Holloway</b> laura.holloway@modot.mo.gov Senior CR Specialist - Operations	P.O. Box 270 Jefferson City, MO 65102 Phone: 573/751-5414 Fax: 573/522-9502
<b>District 1</b> <b>Elaine Justus</b> margaret.justus@modot.mo.gov Community Relations Manager	3602 North Belt Highway St. Joseph, MO 64506-1399 Phone: 816/387-2353 Fax: 816/387-2359
<b>District 2</b> <b>Tammy S. Wallace</b> tammy.wallace@modot.mo.gov Community Relations Manager	U.S. Route 63 P. O. Box 8 Macon, MO 63552 Phone: 660/385-8209 Fax: 660/385-6307
<b>District 3</b> <b>Marisa Brown</b> marisa.brown@modot.mo.gov Community Relations Manager	Route 61 South P.O. Box 1067 Hannibal, MO 63401 Phone: 573/248-2502 Fax: 573/248-2467
<b>District 4</b> <b>Joel Blobaum</b> joel.blobaum@modot.mo.gov Community Relations Manager	600 NE Colbern Rd. Lee's Summit, MO 64086 Phone: 816/622-6327 Fax: 816/622-6323

<b>District 5</b> <b>Kristin Gerber</b> kristin.gerber@modot.mo.gov Community Relations Manager	1511 Missouri Boulevard P.O. Box 718 Jefferson City, MO 65102 Phone: 573/522-3375 Fax: 573/522-1059
<b>District 6</b> <b>Kara Price</b> kara.price@modot.mo.gov Community Relations Specialist	1590 Woodlake Drive Chesterfield, MO 63017 Phone: 314/340-4160 Fax: 314/340-4186 Pager: 314/509-7248
<b>District 7</b> <b>Lori L. Marble</b> lori.marble@modot.mo.gov	3901 East 32nd Street P.O. Box 1445 Joplin, MO 64802 Phone: 417/629-3329 Fax: 417/629-3393
<b>District 7</b> <b>Wendy Brunner-Lewis</b> wendy.brunner-lewis@modot.mo.gov Senior Community Relations Specialist	3901 E. 32nd Street P. O. Box 1445 Joplin, MO 64802 Phone: 417/629-3396 1-800-654-5428 Fax: 417/629-3393
<b>District 8</b> <b>Robert M. Edwards</b> robert.edwards@modot.mo.gov Community Relations Manager	3025 East Kearney P. O. Box 868 Springfield, MO 65801 Phone: 417/895-7713 Fax: 417/895-7652
<b>District 9</b> <b>Ann Marie Newberry</b> ann.newberry@modot.mo.gov Community Relations Manager	910 Old Springfield Road P.O. Box 220 Willow Springs, MO 65793 Phone: 417/469-6203 Fax: 417/469-4555
<b>District 10</b> <b>Angie Wilson</b> angela.wilson@modot.mo.gov Community Relations Manager	2675 N. Main Street P.O. Box 160 Sikeston, MO 63801 Phone: 573/472-6632 Fax: 573/472-5351

**Artwork:**

The following ad is currently placed at most Casey's General Stores across Missouri, as a gasoline pump topper. To download the ad, please go to the Child Passenger Safety page within the Resources & Programs section of [www.saveMOLives.com](http://www.saveMOLives.com).

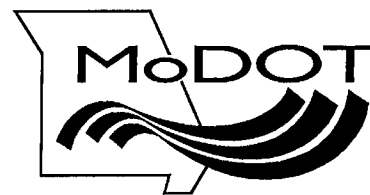




# n e w s

## Missouri Department of Transportation

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*For more information, contact Laura Holloway at (573) 751-5414 or Pam Hoelscher at (573) 751-5413.*

*Release available @  
[www.modot.org](http://www.modot.org)*

February 6, 2007 – For immediate release

No. 00X

### **Show Your Love & Keep Kids Safe This February**

JEFFERSON CITY – Show your kids how much you care this Valentine's Day and all year long – keep them safe in your vehicle by securing them in a proper child safety or booster seat.

Child Passenger Safety Week is Feb. 11-18. Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under eight, effective August 2006.

In 2005, 18 children under the age of eight were killed and more than 2,200 were injured in motor vehicle crashes. The new booster seat law requires children to be in a booster seat if they are ages 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

“The previous law only required children under age four to be secured in an approved child safety seat, so many children weren't being adequately protected,” said Highway Safety Director Leanna Depue. “Just a few more years in a booster seat can help prevent serious injury and may even save your child's life.”

Throughout the month, radio and television ads will feature children telling their parents how important it is to buckle them up in proper child safety and booster seats. Several radio stations will do “remotes”, where they will host their show at a store or event and focus on the importance of car seats. Drawings are planned for the events where a car seat is given as a prize.

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#### **Community Relations**

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105 W. Capitol Avenue Jefferson City, MO 65102 (573) 751-2840 fax (573) 526-4859

Advertisements will also be displayed at Casey's General Store gas pumps across the state during February to encourage parents to be a superhero to their children by keeping them safe while driving.

When used correctly, child safety seats are 71 percent effective in preventing fatalities for infants and 54 percent effective for toddlers. Serious injuries can result from improperly fitted safety belts, particularly for children ages four through seven who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome", which are often life threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Visit [www.modot.org](http://www.modot.org) or [www.saveMOlives.com](http://www.saveMOlives.com) for more information about child passenger safety. Boost & Buckle to Arrive Alive.

###



P.O. Box 270  
Jefferson City, Missouri 65102  
800.800.2358  
Fax: 573.634.5977  
[www.saveMOlives.com](http://www.saveMOlives.com)

*For more information, please contact Pamela Hoelscher at (573) 751-5413 or Mike Dean (573) 636-5444.*

February 8, 2007  
For immediate release

## **Media Advisory**

**Jefferson City, MO** – The Missouri Police Chief's Association in Jefferson City is hosting a child safety seat check event on Feb. 14, 2007, 1-4 p.m. Parents and caregivers may call (573) 636-5444 to schedule an appointment to be sure their car seats and booster seats are installed correctly.

**Who:** Missouri Police Chief's Association

**What:** Child Safety Seat Check

**When:** Wednesday, February 14, 2007  
1-4 p.m.

**Where:** Missouri Police Chief's Association  
1001 East High Street  
Jefferson City, Mo.

**Why:** This event is part of Child Passenger Safety Week, which encourages parents and caregivers to buckle up children and keep them safe on Missouri roads. The event also helps to highlight the recent law which requires children ages 4-7 to be in a booster seat when riding in a vehicle, unless they are at least 80 pounds or 4'9" tall.

**Text for television ads for Child Passenger Safety Week 2007**

**When I Grow Up - title**

Help your kids become whatever they want to be.

Keep them alive.

Fasten them in a child safety seat that is appropriate for their age and size, and do it every time they get in a vehicle.

If your child isn't properly restrained, you could be be fined up to \$50.

If you were to have a collision, you could lose much, much more.

## **Child Passenger Safety Live Reads -- Radio**

15 seconds:

Missouri law now requires kids 4 through 7 to be buckled into a booster seat. Younger kids must be secured in a child safety seat and all kids under 12 should ride in the back seat. Visit [modot dot org](http://modot dot org) to find out more. Boost and Buckle to ARRIVE ALIVE.

10 seconds:

Missouri law now requires kids under eight to be buckled into the appropriate child safety seat. Visit [modot dot org](http://modot dot org) to find out more. Boost and Buckle to ARRIVE ALIVE.

*Be Their*

**SUPER HERO**



***Boost & Buckle  
Kids Under 8!***

**saveMOlives.com**

**ARRIVE ALIVE**



## **"Child Safety Campaign" KSFX 2007**

KOLR 10/KSFX OZARKS FOX is introducing a brand new CHILD SAFETY CAMPAIGN. You can be one of two exclusive sponsors. We will air a series of PSA's promoting keeping children safe in case of an accident. There will be 25 seconds of "tip" and 5 second audio video id with your business as a sponsored by. 20 psa's will run per week with an average value of \$30 per promo. Total added value: over \$54,000!

The "Child Safety Campaign" sponsorship requires an annual commitment of \$30,000. You will have category exclusivity for the project. We are looking for 2 sponsors.

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Advertiser

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Date

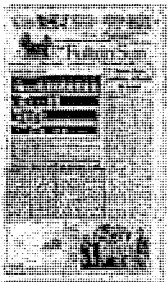
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KSFX OZARKS FOX

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Date

Fulton Sun  
Fulton, MO  
Circ. 4069  
From Page:  
1  
2/16/2007  
19194



## Police: Don't blow<sup>133</sup> off booster seats

By MARCUS WILKINS  
The Fulton Sun

Drivers who neglect to secure child passengers in booster seats while driving will face extra scrutiny from law enforcement this week.

Child Passenger Safety Week takes place every year during the week of Valentine's Day to promote education and enforcement of passenger vehicle safety laws.

Across Missouri, extra officers have been on duty specifically watching for motorists who are not complying with the laws, with an emphasis on recent changes made to expand them.

In August 2006, several adjustments were made to Missouri law to include improved booster seat standards for children of intermediate sizes. The new laws enforce the use of booster seats for children ages 4-7, weighing at least 40 pounds. Children must be in a booster seat until the child is either 8 years old, 80 pounds or 4 feet, 9 inches.

According to the National Highway Traffic Safety Administration, 1,451 children ages 14 years and younger died as occupants in motor vehicle crashes, and approximately 203,000 were injured in the United States during 2005. Studies have shown that the use of booster seats as opposed to seat belts alone reduces the risk of serious injury by 60 percent.

Fulton Police Chief Steve Myers notes that while Fulton officers haven't noticed a problem with local drivers complying with the laws, the goal is to make our children safer.

"We haven't had a lot of problems with that here in Fulton. Maybe in other parts of the state they have," said Myers. "We've had more problems with the seat-belt violation in pickup trucks. The booster seats gets the child a little higher in the seat so the seat belt fits them more appropriately."

Booster seats are designed to work in tandem with the combination shoulder and

lap seat belt. Officers will be looking to make sure the shoulder belt fits snugly across the child's chest rather than the neck, and across the child's hips rather than the abdomen.

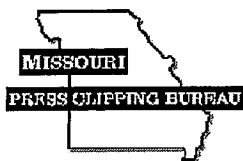
The booster seat law is a primary enforcement law, meaning an officer can pull a driver over for no other reason than the violation. A citation for the violation can result in a \$50 fine plus court costs.

There are certain exemptions for the law including vehicles which are public carriers for hire. These include cabs, tour buses and city buses. Also exempt are certain older vehicles where only the lap belt is available.

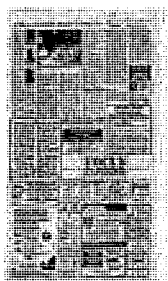
There are a few booster seats on the market which require only a lap belt to function, but Missouri State Highway Patrol suggests they are expensive and not readily available.

Child Passenger Safety Week runs through Sunday.





Cash Book  
Journal  
Jackson, MO  
Circ. 5600  
From Page:  
5  
2/14/2007  
18749



137 The southeast Missouri office

## Child Passenger Safety Week Feb. 11-18

Show your kids how much you care this Valentine's Day and all year long – keep them safe in your vehicle by securing them in a proper child safety or booster seat.

Child Passenger Safety Week is Feb. 11-18.

Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under 8, effective August 2006.

In 2005, 18 children under the age of eight were killed and more than 2,200 were injured in motor vehicle crashes.

The new booster seat law requires children to be in a booster seat if they are ages 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

"The previous law only required children under age 4 to be secured in an approved child safety seat, so many children weren't being adequately protected," said Highway Safety Director Leanna Depue. "Just a few

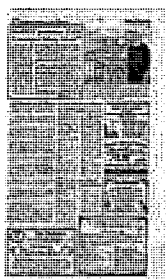
more years in a booster seat can help prevent serious injury and may even save your child's life."

Drawings are planned for the events where a car seat is given as a prize. Advertisements will also be displayed at Casey's General Store gas pumps across the state during February to encourage parents to be a superhero to their children by keeping them safe while driving.

When used correctly, child safety seats are 71 percent effective in preventing fatalities for infants and 54 percent effective for toddlers.

Serious injuries can result from improperly fitted safety belts, particularly for children ages four through seven who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome," which are often life threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Aurora  
Advertiser  
Aurora, MO  
Circ. 2904  
From Page:  
3  
2/9/2007  
17525



## MoDOT promotes Child Passenger Safety Week <sup>133</sup>

Show your kids how much you care this Valentine's Day and all year long--keep them safe in your vehicle by securing them in a proper child safety or booster seat, said a spokesman for the Missouri Department of Transportation.

Child Passenger Safety Week is February 11 through 18. Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under eight, effective August 2006.

In 2005, 18 children under the age of eight were killed and more than 2,200 were injured in motor vehicle crashes. The new booster seat law requires children to be in a booster seat if they are ages four through seven years old, unless:

- They are at least 80 pounds.
  - They are at least 4'9" tall.
- "The previous law only

required children under age four to be secured in an approved child safety seat, so many children weren't being adequately protected," said Highway Safety Director Leanna Depue. "Just a few more years in a booster seat can help prevent serious injury and may even save your child's life."

Throughout the month, radio and television ads will feature children telling their parents how important it is to buckle them up in proper child safety and booster seats. Several radio stations will do "remotes", where they will host their show at a store or event and focus on the importance of car seats. Drawings are planned for the events where a car seat is given as a prize.

Advertisements will also be displayed at Casey's General Store gas pumps across the

state during February to encourage parents to be a superhero to their children by keeping them safe while driving.

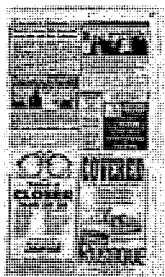
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These injuries are commonly known as "seat belt syndrome", which are often life threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits properly.

Visit [www.modot.org](http://www.modot.org) or [www.saveMOLives.com](http://www.saveMOLives.com) for more information about child passenger safety. Boost & Buckle to Arrive Alive.



Lincoln County  
Journal  
Troy, MO  
Circ. 16500  
From Page:  
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2/13/2007  
12086



## MoDOT: show your love and keep kids safe this February

Show your kids how much you care this Valentine's Day and all year long – keep them safe in your vehicle by securing them in a proper child safety or booster seat.

Child Passenger Safety Week is Feb. 11-18. Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under eight, effective August 2006.

In 2005, 18 children under the age of eight were killed and more than 2,200 were injured in motor vehicle crashes.

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- They are at least 80 pounds.
- They are at least 4'9" tall.

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injuries can result from improperly fitted safety belts, particularly for children ages four through seven who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome", which are often life threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Visit [www.modot.org](http://www.modot.org) or [www.saveMOLives.com](http://www.saveMOLives.com) for more information about child passenger safety. Boost & Buckle to Arrive Alive.

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12907



**This Valentine's Day, (33) show love by buckling up your child during Child Passenger Safety Week, February 11-17.**

**Boosting Safety**

By Shelly A. Schneider

If your child is less than 4'9" tall, he or she needs to be in a booster seat. National Highway Traffic Safety Administration. (NHTSA) officials state that motor vehicle crashes are the number one killer of children ages 2-14. According to NHTSA estimates, however, only 10 percent to 20 percent of children ages 4 to 8 ride in booster seats.

Steve Tuley is a firefighter/paramedic for the Florissant Valley Fire Protection District. Tuley said in 2005, an average of five children ages 14 and younger were killed and 640 were injured in motor vehicle crashes every single day. While 98 percent of America's infants and 93 percent of children ages 1 to 3 are regularly restrained, not enough children ages 4 through 7 are restrained properly for their size and age. Only 10 to 20 percent of children ages 4 through 7 who should be using booster seats to protect them are actually in them. But children ages 4 to 8 who are placed in booster seats are 59

percent less likely to be injured in a car crash than children who are restrained only by a seat belt, according to a study by Children's Hospital of Philadelphia (CHOP).

"As children grow, how they need to be secured in a car, truck, van or SUV changes," Tuley said.

Start being a role model before children come into the picture. The NHTSA said it is important for expectant mothers to always wear a seat belt to protect themselves and their unborn children.

"Wear the lap belt across your hips and below your belly with the shoulder belt across your chest (between your breasts)," NHTSA officials stated. "Once your child is born, be a role model and continue to buckle up every trip, every time."

For maximum child passenger safety, parents and caregivers simply need to remember and follow the 4 Steps for Kids:

1. For the best possible protection keep infants in the back seat, in rear-facing child safety seats, as long as possible up to the height or weight limit of the particular seat. At a minimum, keep infants rear-facing until a minimum of age 1 and at least 20 pounds;

2. When children outgrow their rear-facing seats (at a minimum age 1 and at least 20 pounds) they should ride in forward-facing child safety seats, in

SHOW LOVE can't page 24



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# Show Love

*you love them*

Show your kids  
you love them by keeping  
them alive. put them all in  
booster seats every  
time you  
drive.

**BOOSTER SEAT**

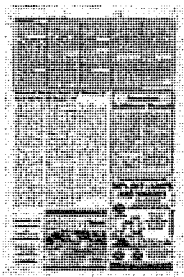
Raise your child right. If they're under 4'9", put them in a booster seat.

[www.boosterseat.gov](http://www.boosterseat.gov)





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O'Fallon, MO  
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#### SHOW LOVE from cover

the back seat, until they reach the upper weight or height limit of the particular seat (usually around age 4 and 40 pounds);

3. Once children outgrow their forward-facing seat (usually around age 4 and 40 pounds), they should ride in booster seats, in the back seat, until the vehicle seat belts fit properly. Seat belts fit properly when the lap belt lays across the upper thighs and the shoulder belt fits across the chest (usually at age 8 or when they are 4'9" tall);

4. When children outgrow their booster seats, (usually at age 8 or when they are 4'9" tall) they can use the adult seat belt in the back seat, if it fits properly (lap belt lays across the upper thighs and the shoulder belt across the chest).

Tuley said this year during Child Passenger Safety Week officials are working hard to remind all parents, grandparents and childcare providers that if their children are less than 4'9", they need to be in a booster seat.

"What better way to show you love your children on Valentine's Day than to make sure they are secured properly?" he said. "Some parents or caregivers may regard booster seats as a hassle to use or a pain to convince their children to use. But protecting the ones we love means getting past the temporary complaints and perceived hassles because the lives of children really are at risk. Do it because you love them. Do it because it could save their lives. Make it the law in your car."

Tuley added that just because your child is 8 years old, he or she might not be ready to leave the booster seat.

"The law says under 80 pounds, or 8 years old, or under 4'9", Tuley said. "I have an 11 year-old who has a genetic problem and he's not quite as big as he should be...he's still in a booster."

He added that there is a belief out there that children should face forward as soon as they reach their first birthday.

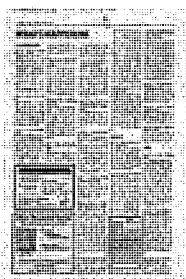
"Most car seats (convertible seats, not infant carriers) will allow you to keep a seat rear-facing until the child reaches 30 to 35 pounds," he said. "We recommend keeping a child rear-facing for as long as possible. It's much better for the child in case of a frontal collision. The child's head, neck and back are protected if they are facing the back of the seat."

The three most common mistakes in installing a child safety seat are: not attaching the seat correctly and tightly to the car or truck, not fastening the harness tightly enough, and not using the chest clip or using it incorrectly. The Florissant Valley Fire Protection District offers, by appointment, child seat safety checks and installation. Child safety seat technicians, like Tuley, must complete a 40-hour training course before becoming certified. The district also offers free infant and child safety seats for those who might not be able to afford them. For more information, please contact the FVFPD at 314.837.4894.

For more information about Child Passenger Safety Week and the proper use of booster seats, please visit [www.centralcountyfire.org](http://www.centralcountyfire.org), and click on Child Safety. You may also want to visit [www.BoosterSeat.gov](http://www.BoosterSeat.gov), [www.SaferCar.gov](http://www.SaferCar.gov) or [www.SeatCheck.org](http://www.SeatCheck.org).



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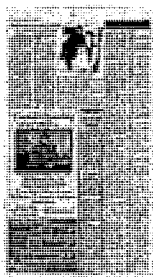


133  
**Feb. 17: 9 am - 1 pm. Car Seat  
Safety Check**

Trained child's car seat safety experts from St. Louis Children's Hospital will check for correct fit, determine whether it has been recalled and answer all of your questions. Appointment required. Progress West HealthCare Center, Hwy 40 to Hwy K (exit 9), Right on Technology Dr., Right on Progress Point Parkway to hospital entrance. Free 636.344.CARE. [www.progresswesthealthcare.org](http://www.progresswesthealthcare.org)



Clinton County  
Leader  
Plattsburg, MO  
Circ. 2250  
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16951



## <sup>133</sup> Show your love and keep kids safe this February

Show your kids how much you care this Valentine's Day and all year long – keep them safe in your vehicle by securing them in a proper child safety or booster seat.

Child Passenger Safety Week is Feb. 11-18. Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under eight, effective August 2006.

In 2005, 18 children under the age of eight were killed and more than 2,200 were injured in motor vehicle crashes. The new booster seat law requires children to be in a booster seat if they are ages 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

"The previous law only required children under age four to be secured in an approved child safety seat, so many children weren't being adequately protected," said Highway Safety Director Leanna Depue. "Just a few more years in a booster seat

can help prevent serious injury and may even save your child's life."

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Advertisements will also be displayed at Casey's General Store gas pumps across the state during February to encourage parents to be a superhero to their children by keeping them safe while driving.

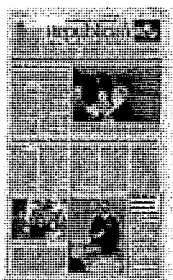
When used correctly, child safety seats are 71 percent effective in preventing fatalities for infants and 54 percent effective for toddlers. Serious injuries can result from improperly fitted safety belts, particularly for children ages four through seven who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome", which are often life threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Visit [www.modot.org](http://www.modot.org) or [www.saveMOLives.com](http://www.saveMOLives.com) for more information about child passenger safety. Boost & Buckle to Arrive Alive.





Gasconade  
County  
Republican  
Owensville, MO  
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19912



## 133 OPD seat belt enforcement program will focus on teens

OWENSVILLE — “Young drivers, ‘Buckle Up,’” says Owensville Police Chief Robert Rickerd.

The Owensville Police Department will be participating in a teen safety belt enforcement program March 1 to 16 designed to reduce injuries and deaths among teens on Missouri roads. The enforcement effort is an important part of the Missouri Coalition for Roadway Safety’s “Never Made It” teen safety belt campaign, noted Rickerd. Driver’s license checkpoints will be conducted in the state to ensure all drivers, including teen drivers operating on a graduated driver license, are operating within the restrictions of their license. Officers will check for proof of insurance and enforce the provisions of the law that make safety belt usage a requirement of the intermediate license.

Consider these facts regarding Missouri’s youth drivers:

- Drivers under the age of 21 are a high-risk age group in the state. They comprise only 10.5 percent of the licensed drivers, but are involved in 29 percent of the traffic crashes.
- A total of 267 people were killed and 19,616 were injured in 2005 traffic crashes

See OPD on Page 3

### OPD • from page 1

involving drivers under age 21.

- Results of a recent survey among teens in the state revealed a 56 percent safety belt usage rate. The overall statewide safety belt usage rate is 75 percent.

The new “Never Made It” teen safety belt marketing campaign uses realistic, chilling images coupled with a “never made it” message to convey the potential consequences of not buckling up and what teens will miss out on if they die in a traffic crash because of the failure to wear a seat belt. Rickerd said the enforcement effort will include a check point during daylight hours sometime during the period posted above. A grant will help offset the police department’s overtime costs for running the check point.

Standard News  
Mountain  
View, MO  
Circ. 1700  
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# 133 Show your love and keep kids safe this February by buckling up

**JEFFERSON CITY** - Show your kids how much you care this Valentine's Day and all year long - keep them safe in your vehicle by securing them in a proper child safety or booster seat.

Child Passenger Safety Week is Feb. 11-18. Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under eight, effective August 2006.

In 2005, 18 children under the age of eight were killed and more than 2,200 were injured in motor

vehicle crashes. The new booster seat law requires children to be in a booster seat if they are ages 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

"The previous law only required children under age four to be secured in an approved child safety seat, so many children weren't being adequately protected," said Highway Safety Director Leanna Depue. "Just a few more years in a booster seat can help prevent serious injury and may even save your child's life."

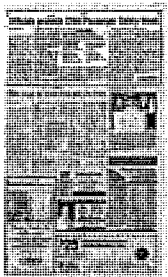
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Visit [www.modot.org](http://www.modot.org) or [www.saveMOLives.com](http://www.saveMOLives.com) for more information about child passenger safety. **Boost & Buckle to Arrive Alive**

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## Officials promote Child Passenger Safety Week

By Jared Hoffmann

"Using a booster seat puts them in the proper position

Area transportation officials are hoping to better inform parents on ways to keep their children safe while driving as part of Child Passenger Safety Week.

From Feb. 11 to 18, officials will place extra emphasis on which restraints are appropriate for individual children and how to properly install them.

Laura Holloway, spokeswoman for the Missouri Coalition for Roadway Safety, said the overall goal was to generate awareness of a state law enacted in August 2006 that set more stringent guidelines on car-seat usage.

The law states that children between the ages of 4 and 7 must be placed in a booster seat unless they

exceed 80 pounds and stand at least 4 feet 9 inches. The law also states that children less than 40 pounds must be secured in a car seat that is size appropriate for the child. Holloway said she hoped that generating awareness of the law would be a positive step toward ensuring the safety of child passengers.

"The biggest goal this year is to make sure people know about the new booster seat law," Holloway said. "We want to make sure people are as safe as possible on Missouri roads."

Sgt. Scott Meyer of the Missouri State Highway Patrol Troop A in Lee's Summit said requiring booster seats for older children was necessary to ensure seat belts fit them properly.

He said seat belts often rode too high on children, which

exposed them to a higher chance of injury during a wreck.

"A lot of kids between 4 and 8, the seat belts don't fit them properly," Meyer said.

and hopefully keeps them safe if involved in a crash."

Meyer said proper fitting for seat belts would place the lap belt across the waist and that the shoulder strap should rest across the collar bone.

He said if the seat belt rested any higher on a child, a booster seat should be used to put the child in the appropriate position.

Meyer also said that while adults who refused to buckle up could only be ticketed as a secondary violation, under the new law drivers could be ticketed solely for failing to properly restrain a child in a booster or car seat.

"It's a primary seat-belt law, which differs from other seat-belt violations," Meyer said. "There are times when you will actually see kids standing up in the car, bouncing from one point to another."

Though their efforts are not directly linked to Child Passenger Safety Week, officials with Saint Luke's Northland Hospital are joining with Northland organizations and businesses to offer car seat

check stations.

Terry Dickinson, a registered nurse and child passenger safety technician, said experts conducted car-seat checks the first Wednesday of each month at various locations.

She said the effort began in 2005 and quickly grew in popularity. Dickinson said getting car seats checked was imperative, as the majority of individuals who came to the check stations had them installed incorrectly.

"There was a whole system-wide initiative to make sure our babies were going home safe," Dickinson said. "We want parents leaving here knowing how to install the



car seat correctly."

*Staff writer Jared Hoffmann  
can be reached at 389-6636 or  
jaredhoffmann@npgco.com.*

### **SAFETY CHECKS**

Are your children's car seats installed properly?  
Here are some locations in Northland that conduct car-seat  
inspections the first Wednesday of every month. Operating times  
should be confirmed by phone.

■ **Thoroughbred Ford**

— Interstate 29 and  
Barry Road. For more  
information, call 932-6220.

■ **Liberty Fire Department**

— 200 W. Mississippi St.  
For more information, call  
792-6005.

■ **Gladstone Fire  
Department Station**

**No. 1** — 6118 North  
Oak Trafficway. For more  
information, call 454-8310.

■ **Smithville Fire  
Protection District**

— 341 Park Drive. For  
more information, call 532-  
4902.

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## Paramedic's Corner / 33

### Show your love: buckle'em in

*This week I'd like to share a news release from the folks at the Missouri Department of Transportation. The information could save a life.*

— Gary

JEFFERSON CITY — Show your kids how much you care this Valentine's Day and all year long — keep them safe in your vehicle by securing them in a proper child safety or booster seat.

This week, Feb. 11-18, is Child Passenger Safety Week. Radio, television and print ads will promote child passenger safety and educate the public about recent legislation for transporting children under 8 years of age, that became effective last August.

In 2005, 18 children under age 8 were killed and more than 2,200 were injured in motor vehicle crashes. The new booster seat law requires children to be in a booster seat if they are 4 through 7 years old, unless:

- They are at least 80 pounds.
- They are at least 4'9" tall.

"The previous law only required children under age 4 to be secured in an approved child safety seat, so many children weren't being adequately protected," said Highway Safety Director Leanna Depue. "Just a few more years in a booster seat can help prevent serious injury and may even save your child's life."

Throughout the month, radio and television ads will feature children telling their parents how important it is to buckle them up in proper child safety and booster seats. Several radio stations will do "remotes," where they will host their show at a store or event and focus on the importance of car seats. Drawings are planned for the events where a car seat is given as a prize.

Advertisements will also be displayed at Casey's General Store gas pumps across the state during February to encourage parents to be a superhero to their children by keeping them safe while driving.

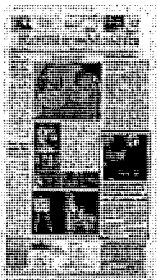
When used correctly, child safety seats are 71 percent effective in preventing fatalities for infants and 54 percent effective for toddlers.

Serious injuries can result from improperly fitted safety belts, particularly for children ages four through seven who are secured only in a regular safety belt during a crash. These injuries are commonly known as "seat belt syndrome," which are often life-threatening or disabling. Booster seats help prevent this syndrome from occurring by raising the child up so the lap and shoulder belt fits them properly.

Visit [www.modot.org](http://www.modot.org) or [www.saveMOLives.com](http://www.saveMOLives.com) for more information about child passenger safety. Boost & Buckle to Arrive Alive



Perry County  
Republic  
Monitor  
Perryville, MO  
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staff photo by Bonnie Schnurbusch

Kyle Steinbecker, 4, is properly secured in his booster seat, which has a headrest he said he "loves." Kyle is the son of Mark and Debbi Steinbecker of Perryville.

## Kiwanis promote <sup>133</sup> use of booster seats

According to the National Highway Traffic Safety Administration (NHTSA), approximately 7,500 lives have been saved by the proper use of child restraints during the past 20 years.

Yet motor vehicle crashes still remain the No. 1 killer of children ages 4 to 14 in America.

The reason? Too often it is the improper use or non-

use of child safety seats and booster seats.

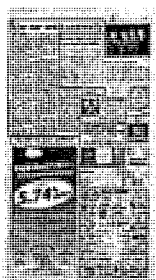
That's why Perryville Kiwanis is joining with NHTSA and other state and local leaders around Valentine's Day this year to commemorate Child Passenger Safety Week from Feb. 11-17.

The Perry County Ambulance Department and Perryville Kiwanis invite all

*See 'Use,' Page 3A*



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# Use car seats correctly

*Continued from Page 1A*

Perry County parents to a free car seat checkup this Saturday, Feb. 17 from 10 a.m. - noon at the Perry County Ambulance Station at the corner of US Highway 61 and North West Street in Perryville.

The car seat and booster seat checks will only take about 15 minutes each.

"In 2005, an average of five children ages 14 and younger were killed and 640 were injured in motor vehicle crashes every single day," said Jennifer Kiefer of the Kiwanis.

"That's why we'll be working so hard during Child Passenger Safety Week and throughout the year talking to parents and caregivers about the importance of restraining their children properly in their vehicles."

While 98 percent of America's infants and 93 percent of children ages 1 to 3 are regularly restrained, not enough children ages 4 through 7 are restrained properly for their size and age.

Only 10 to 20 percent of

children ages 4 through 7 who should be using booster seats to protect them are actually in them.

Moreover, when you're an expectant mother, it's important to always wear

your seat belt to protect you and your unborn child. Wear the lap belt across your hips and below your belly with the shoulder belt across your chest (between your breasts).

Once your child is born, be a role model and continue to buckle up every trip, every time.

For maximum child passenger safety, parents and caregivers simply need to remember and follow the Four Steps for Kids:

- For the best possible protection keep infants in the back seat, in rear-facing child safety seats, as long as possible up to the height or weight limit of the particular seat. At a minimum, keep infants rear-facing until a minimum of age 1 and at least 20 pounds;

- When children outgrow their rear-facing seats (at a minimum age 1 and at least 20 pounds) they should ride

in forward-facing child safety seats, in the back seat, until they reach the upper weight or height limit of the particular seat (usually around age 4 and 40 pounds);

- Once children outgrow their forward-facing seat (usually around age 4 and 40 pounds), they should ride in booster seats, in the back seat, until the vehicle seat belts fit properly. Seat belts

fit properly when the lap belt lays across the upper thighs and the shoulder belt fits across the chest (usually at age 8 or when they are 4'9" tall);

- When children outgrow their booster seats, (usually at age 8 or when they are 4'9" tall) they can use the adult seat belt in the back seat, if it fits properly (lap belt lays across the upper thighs and the shoulder belt across the chest).

For more information about the proper use of booster seats, please visit [www.BoosterSeat.gov](http://www.BoosterSeat.gov),

[www.SaferCar.gov](http://www.SaferCar.gov) or  
[www.SeatCheck.org](http://www.SeatCheck.org).

## 'Tis the week to check and inspect

Camdenton police checked 407 child safety seats last year; 55 were installed correctly

By Charis Patires  
Lake Sun

**LAKE OF THE OZARKS -** Most people don't think twice when they buckle their child into a car seat before heading down the road.

It is something done out of habit and in hopes of preventing injury if the unexpected happens, but it can also provide a false sense of security for the majority of people that are doing it incorrectly.

For years, the Camdenton Police Department has been actively involved the National Highway Traffic Safety Administration's program to educate parents and inspect child safety seats.

In honor of Child Passenger Safety Week, which began Sunday, trained technicians will be on hand all week to provide caretakers the opportunity to learn how to correctly install and check a child safety seat.

Last year the department checked 407 child safety seats;

only 55 were installed correctly.

"It is a very startling number, but that is why we feel it is so important," says Melissa Stradt, child passenger safety instructor for the Camdenton Police Department.

"Many people believe they are going to get a ticket if they come to the police department to have their seat inspected and they are not. That's not our goal," she said. "The important thing is that they take the time to come learn."

Most of the errors occur when seats are not secure enough, she said. A seat should not move more than 1 inch side to side.

Stradt said the department welcomes inspection requests year-round.

Seat checks will be available at the following locations from 4-6 p.m. this week:

- Feb. 13 and 14, Camdenton Police Department, 437 West Highway 54 (by appointment)
- Feb. 15, Mid-County Fire Protection District Headquarters, 184 N. Route 5 (no ap-

pointment necessary)

- On Saturday, a technician

will be at the Camdenton Wal-Mart Supercenter to take appointments and answer questions from 8 a.m.-12 p.m. For more information and to

make an appointment, contact the Camdenton Police Department at 346-3604.

Contact this reporter at [charisp@lakesunleader.com](mailto:charisp@lakesunleader.com)

"Many people believe they are going to get a ticket if they come to the police department to have their seat inspected and they are not. That's not our goal. The important thing is that they take the time to come learn."

— Melissa Stradt, child passenger safety instructor for the Camdenton Police Department

<http://www.nhtsa.dot.gov/>

Most of the errors occur when seats are not secure enough. A seat should not move more than 1 inch side to side.



Lake Sun  
Leader  
Camdenton, MO  
Circ. 4852  
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# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-154-AL-21	Arnold Police Department	Sobriety Checkpoint	\$ 4,000.00
07-154-AL-22	Arnold Police Department	DWI Enforcement	\$ 4,608.00
07-PT-02-21	Arnold Police Department	Hazardous Moving Violation Enforcement	\$ 7,680.00
07-154-AL-23	Ballwin Police Department	DWI Enforcement	\$ 5,125.00
07-PT-02-22	Ballwin Police Department	Hazardous Moving Violation Enforcement	\$ 3,936.00
07-PT-02-23	Bellefontaine Neighbors PD	Hazardous Moving Violation Enforcement	\$ 7,039.48
07-154-AL-24	Belton Police Department	STEP Sobriety Checkpoint	\$ 2,304.86
07-154-AL-25	Belton Police Department	Sobriety Checkpoint	\$ 5,880.00
07-154-AL-26	Belton Police Department	DWI Enforcement	\$ 4,935.00
07-PT-02-24	Belton Police Department	Speed Enforcement	\$ 5,826.00
07-PT-02-25	Belton Police Department	Occupant Protection	\$ 2,048.00
07-PT-02-26	Belton Police Department	Hazardous Moving Violation Enforcement	\$ 7,394.00
07-154-AL-27	Blue Springs Police Department	Sobriety Checkpoint	\$ 5,510.00
07-PT-02-27	Blue Springs Police Dept.	Occupant Protection	\$ 4,320.00
07-PT-02-28	Blue Springs Police Dept.	Hazardous Moving Violation Enforcement	\$ 8,500.00
07-154-AL-28	Boone County Sheriff	Checkpoint/Saturation	\$ 9,266.80
07-154-AL-29	Boone County Sheriff	Full Time Traffic Unit	\$ 73,022.64
07-PT-02-29	Boone County Sheriff	Hazardous Moving Violation Enforcement	\$ 12,519.36
07-PT-02-30	Bowling Green Police Dept.	Hazardous Moving Violation Enforcement	\$ 3,390.00
07-PT-02-31	Bridgeton Police Department	Hazardous Moving Violation Enforcement	\$ 6,025.08
07-154-AL-30	Buchanan County Sheriff	Sobriety Checkpoint	\$ 10,000.00
07-PT-02-32	Camdenton Police Department	Occupant Protection	\$ 5,438.86
07-154-AL-31	Cape Girardeau County	DWI Enforcement	\$ 5,008.50
07-154-AL-32	Cape Girardeau Police Dept	DWI Enforcement	\$ 13,000.00
07-154-AL-33	Cape Girardeau Police Dept	Sobriety Checkpoint	\$ 2,812.50
07-PT-02-33	Cape Girardeau Police Dept.	Hazardous Moving Violation Enforcement	\$ 8,500.00
07-SA-09-02	Cape Girardeau Safe Comm.	Safe Communities Project	\$ 83,223.50
07-SA-09-03	Cape Girardeau Safe Comm.	Team Spirit	\$ 101,306.00
07-154-AL-34	Cass County Sheriff	Sobriety Checkpoint	\$ 5,799.99
07-154-AL-35	Cass County Sheriff	DWI Enforcement	\$ 5,400.00
07-154-AL-36	Cass County Sheriff	Youth Alcohol	\$ 3,000.00
07-PT-02-34	Cass County Sheriff	Speed Enforcement	\$ 3,780.00
07-PT-02-35	Cass County Sheriff	Hazardous Moving Violation Enforcement	\$ 5,417.50
06-PT-02-36	Chesterfield Police Department	Educational Projects	\$ 31,000.00
07-154-AL-37	Christian County Sheriff	DWI Enforcement	\$ 7,850.50
07-PT-02-37	Christian County Sheriff	Hazardous Moving Violation Enforcement	\$ 11,013.13
07-PT-02-38	Clark County Sheriff	Hazardous Moving Violation Enforcement	\$ 3,504.00
07-154-AL-38	Clay County Sheriff	DWI Enforcement	\$ 8,450.00
07-K10-07-01	Clay County Sheriff	Traffic Data Computer System	\$ 17,500.00
07-PT-02-39	Clay County Sheriff	Speed Enforcement	\$ 6,500.00
07-PT-02-40	Clay County Sheriff	Hazardous Moving Violation Enforcement	\$ 4,950.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-PT-02-41	Clinton Police Department	Hazardous Moving Violation Enforcement	\$ 8,305.20
07-154-AL-39	Cole County Sheriff	Sobriety Checkpoint	\$ 6,487.50
07-PT-02-42	Cole County Sheriff	Hazardous Moving Violation Enforcement	\$ 7,650.00
07-154-AL-40	Columbia Police Department	DWI Enforcement	\$ 12,815.69
07-PT-02-43	Cooter Police Department	Hazardous Moving Violation Enforcement	\$ 6,170.00
07-154-AL-41	Creve Coeur Police Department	Sobriety Checkpoint	\$ 8,010.00
07-154-AL-42	Creve Coeur Police Department	Bat Van Project	\$ 2,000.00
07-PT-02-44	Creve Coeur Police Department	Work Zone Project	\$ 36,750.00
07-PT-02-45	Creve Coeur Police Department	Speed Enforcement	\$ 5,300.00
07-PT-02-46	Crystal City Police Department	Hazardous Moving Violation Enforcement	\$ 7,800.00
07-PT-02-47	Crystal City Police Department	Speed Enforcement	\$ 7,800.00
07-PT-02-48	DeSoto Police Department	Hazardous Moving Violation Enforcement	\$ 4,480.00
07-K8-03-11	Douglas County Sheriff	DWI Enforcement	\$ 6,685.00
07-PT-02-49	Edmundson Police Department	Hazardous Moving Violation Enforcement	\$ 2,432.00
07-154-AL-43	Eureka Police Department	Sobriety Checkpoint	\$ 7,269.38
07-154-AL-44	Eureka Police Department	DWI Enforcement	\$ 4,348.70
07-PT-02-50	Eureka Police Department	Hazardous Moving Violation Enforcement	\$ 28,915.20
07-PT-02-51	Farmington Police Department	Hazardous Moving Violation Enforcement	\$ 5,980.00
07-K8-03-12	Farmington Police Dept.	DWI Enforcement	\$ 5,630.00
07-PT-02-52	Ferguson Police Department	Hazardous Moving Violation Enforcement	\$ 6,912.00
07-PT-02-53	Festus Police Department	Hazardous Moving Violation Enforcement	\$ 10,020.00
07-PT-02-54	Festus Police Department	Red Light Running Enforcement	\$ 3,000.00
07-PT-02-55	Festus Police Department	Speed Enforcement	\$ 5,010.00
07-K8-03-13	Festus Police Dept.	DWI Enforcement	\$ 5,010.00
07-K8-03-14	Franklin County Sheriff	Youth Alcohol	\$ 10,152.00
07-K8-03-15	Franklin County Sheriff	DWI Enforcement	\$ 18,832.00
07-K8-03-16	Franklin County Sheriff	Sobriety Checkpoint	\$ 5,155.00
07-PT-02-56	Franklin County Sheriff	Speed Enforcement	\$ 22,152.00
07-154-AL-45	Gladstone Dept. of Public Safety	DWI Enforcement	\$ 12,740.00
07-PT-02-57	Gladstone DPS	Hazardous Moving Violation Enforcement	\$ 9,900.00
07-154-AL-46	Grain Valley Police Department	DWI Enforcement	\$ 9,188.00
07-PT-02-58	Grain Valley Police Department	Hazardous Moving Violation Enforcement	\$ 6,720.00
07-PT-02-59	Grandview Police Department	Hazardous Moving Violation Enforcement	\$ 9,984.00
07-154-AL-47	Greene County Sheriff	DWI Enforcement	\$ 60,000.00
07-154-AL-48	Greene County Sheriff	Youth Alcohol	\$ 12,000.00
07-PT-02-60	Greene County Sheriff	Speed Enforcement	\$ 42,740.00
07-154-AL-49	Greenwood Police Department	DWI Enforcement	\$ 3,000.00
07-154-AL-50	Hannibal Police Department	DWI Enforcement	\$ 8,000.00
07-PT-02-61	Hannibal Police Department	Hazardous Moving Violation Enforcement	\$ 10,500.00
07-154-AL-51	Harrisonville Police Department	DWI Enforcement	\$ 5,164.00
07-154-AL-52	Harrisonville Police Department	Sobriety Checkpoint	\$ 4,240.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-PT-02-62	Harrisonville Police Department	Hazardous Moving Violation Enforcement	\$ 4,018.50
07-154-AL-53	Hayti Police Department	DWI Enforcement	\$ 4,772.02
07-PT-02-63	Hazelwood Police Department	Speed Enforcement	\$ 14,834.50
07-PT-02-64	Henry County Sheriff	Hazardous Moving Violation Enforcement	\$ 7,770.00
07-154-AL-54	Herculaneum Police Department	DWI Enforcement	\$ 8,564.00
07-PT-02-65	Herculaneum Police Dept	Hazardous Moving Violation Enforcement	\$ 5,848.00
07-154-AL-55	Howell County Sheriff	DWI Saturation	\$ 7,312.00
07-PT-02-66	Howell County Sheriff	Hazardous Moving Violation Enforcement	\$ 7,912.00
07-154-AL-56	Independence Police Department	DWI Enforcement	\$ 85,000.00
07-154-AL-57	Independence Police Department	Sobriety Checkpoint	\$ 31,875.56
07-154-AL-58	Independence Police Department	Youth Alcohol	\$ 34,000.00
07-PT-02-67	Independence Police Dept	Hazardous Moving Violation Enforcement	\$ 99,960.00
07-PT-02-68	Independence Police Dept	Red Light Running Enforcement	\$ 26,010.00
07-154-AL-59	Jackson County Sheriff	DWI Enforcement	\$ 10,020.00
07-154-AL-60	Jackson County Sheriff	Sobriety Checkpoint	\$ 9,000.00
07-154-AL-61	Jackson County Sheriff	Youth Alcohol	\$ 10,020.00
07-PT-02-70	Jackson County Sheriff	Hazardous Moving Violation Enforcement	\$ 20,010.00
07-PT-02-71	Jackson County Sheriff	JCSO Traffic Unit	\$ 134,826.25
07-PT-02-69	Jackson Police Department	Hazardous Moving Violation Enforcement	\$ 1,500.00
07-154-AL-62	Jasco-Metropolitan	DWI Enforcement	\$ 2,400.00
07-154-AL-63	Jasco-Metropolitan	Sobriety Checkpoint	\$ 5,000.00
07-PT-02-72	Jasco-Metropolitan	Hazardous Moving Violation Enforcement	\$ 3,235.00
07-154-AL-64	Jasper County Sheriff	DWI Enforcement	\$ 15,825.00
07-154-AL-65	Jasper County Sheriff	Youth Alcohol	\$ 2,000.00
07-PT-02-73	Jasper County Sheriff	Hazardous Moving Violation Enforcement	\$ 11,100.00
07-PT-02-74	Jefferson City Police Dept.	Hazardous Moving Violation Enforcement	\$ 20,160.00
06-PT-02-75	Jefferson County Sheriff	Speed Enforcement	\$ 35,850.00
07-154-AL-66	Jefferson County Sheriff	Sobriety Checkpoint	\$ 39,435.00
07-154-AL-67	Jefferson County Sheriff	DWI Enforcement	\$ 122,550.00
07-154-AL-68	Jefferson County Sheriff	Youth Alcohol	\$ 125,475.00
07-PT-02-76	Jefferson County Sheriff	Hazardous Moving Violation Enforcement	\$ 114,650.00
07-154-AL-69	Jennings Police Department	DWI Enforcement	\$ 8,250.00
07-154-AL-70	Jennings Police Department	Sobriety Checkpoint	\$ 4,300.00
07-PT-02-77	Jennings Police Department	Hazardous Moving Violation Enforcement	\$ 6,000.00
07-PT-02-78	Johnson County Sheriff	Hazardous Moving Violation Enforcement	\$ 25,926.00
07-154-AL-71	Joplin Police Department	Youth Alcohol	\$ 8,711.50
07-154-AL-72	Joplin Police Department	DWI Enforcement	\$ 11,200.50
07-PT-02-79	Joplin Police Department	Hazardous Moving Violation Enforcement	\$ 11,200.50
07-PT-02-80	Kahoka Police Department	Hazardous Moving Violation Enforcement	\$ 2,700.00
07-K8-03-17	Kansas City Police Department	Sobriety Checkpoint	\$ 105,060.00
07-K8-03-18	Kansas City Police Department	DWI Enforcement	\$ 48,480.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-K8-03-44	Kansas City Police Department	Youth Alcohol	\$ 15,000.00
07-PT-02-81	Kansas City Police Dept.	Hazardous Moving Violation Enforcement	\$ 78,400.00
07-PT-02-82	Kansas City Police Dept.	Speed Enforcement	\$ 42,400.00
07-PT-02-83	Kansas City Police Dept.	Speed Enforcement	\$ 58,830.92
07-PT-02-84	Kansas City Police Dept.	Occupant Protection	\$ 49,920.00
07-154-AL-73	KCMSD Safe & Drug Free	Youth Alcohol	\$ 25,500.00
07-154-AL-74	Kennett Police Department	DWI Enforcement	\$ 15,552.00
07-PT-02-85	Kennett Police Department	Speed Enforcement	\$ 14,400.00
07-PT-02-86	Kennett Police Department	Occupant Protection	\$ 3,600.00
07-154-AL-75	Lake Saint Louis Police Dept.	DWI Enforcement	\$ 1,500.00
07-154-AL-76	Lake Saint Louis Police Dept.	Sobriety Checkpoint	\$ 1,500.00
07-PT-02-87	Lake Saint Louis Police Dept.	Speed Enforcement	\$ 1,500.00
07-154-AL-77	Lee's Summit Police Department	DWI Enforcement	\$ 65,589.48
07-PT-02-88	Lee's Summit Police Department	Hazardous Moving Violation Enforcement	\$ 24,000.00
07-PT-02-89	Lee's Summit Police Department	Speed Enforcement	\$ 21,000.00
07-PT-02-90	Liberty Police Department	Hazardous Moving Violation Enforcement	\$ 8,528.76
07-PT-02-91	Lone Jack Police Department	Speed Enforcement	\$ 5,184.00
07-PT-02-92	Macon County Sheriff	Hazardous Moving Violation Enforcement	\$ 8,330.81
07-154-AL-78	MADD	Alcohol Projects	\$ 105,940.00
07-154-AL-79	Manchester Police Department	Sobriety Checkpoint	\$ 7,115.02
07-PT-02-93	Manchester Police Department	Hazardous Moving Violation Enforcement	\$ 6,421.44
07-154-AL-80	Maryland Heights Police Dept.	DWI Enforcement	\$ 10,677.60
07-PT-02-94	Maryland Hieghts Police Dept.	Speed Enforcement	\$ 16,227.84
07-154-AL-10	Missouri Safety Center	Alcohol Projects (Breath Instruments)	\$ 272,000.00
07-154-AL-11	Missouri Safety Center	Law Enforcement Training (Breath Lab)	\$ 185,006.00
07-154-AL-12	Missouri Safety Center	Law Enforcement Training (Impaired Driving)	\$ 6,998.40
07-154-AL-13	Missouri Safety Center	Occupant Protection (Corridor Traffic Enforcement)	\$ 65,000.00
07-154-AL-14	Missouri Safety Center	Law Enforcement Training (SFST)	\$ 160,242.00
07-154-AL-15	Missouri Safety Center	Law Enforcement Training (Sobriety Supervisor Trng)	\$ 32,400.00
07-157-PT-01	Missouri Safety Center	Pickup Truck Program	\$ 100,000.00
07-157-PT-02	Missouri Safety Center	Law Enforcement OT for CIOT	\$ 200,000.00
07-K8-03-07	Missouri Safety Center	Alcohol Projects (BAT Vans)	\$ 375,000.00
07-K8-03-08	Missouri Safety Center	Alcohol Projects (IDC STEP Enforcement)	\$ 150,000.00
07-K9-04-03	Missouri Safety Center	Law Enforcement Training (LETS Computer Training)	\$ 22,560.00
07-PT-02-140	Missouri Safety Center	Driver Improvement Program	\$ 37,515.00
07-PT-02-141	Missouri Safety Center	Law Enforcement Training (Crash Investigation)	\$ 90,750.00
07-PT-02-142	Missouri Safety Center	Occupant Protection (Teen Survey)	\$ 65,000.00
07-PT-02-143	Missouri Safety Center	Occupant Protection (Statewide Seat Belt Survey)	\$ 100,000.00
07-PT-02-145	Missouri Safety Center	Occupant Protection (Youth Enforcement STEP)	\$ 79,920.00
07-PT-02-146	Missouri Safety Center	Occupant Protection (CPS Survey)	\$ 30,000.00
07-PT-02-147	Missouri Southern State Univ.	Law Enforcement Training	\$ 60,000.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-154-AL-08	Missouri State Highway Patrol	Digital Video System	\$ 1,584,630.76
07-K10-07-03	Missouri State Highway Patrol	Racial Profiling	\$ 480,000.00
07-K8-03-04	Missouri State Highway Patrol	Sobriety Checkpoint	\$ 141,813.21
07-K8-03-05	Missouri State Highway Patrol	DWI Enforcement	\$ 102,144.00
07-K8-03-06	Missouri State Highway Patrol	DWITS	\$ 91,505.00
07-PT-02-153	Missouri State Highway Patrol	Occupant Protection	\$ 100,000.00
07-PT-02-154	Missouri State Highway Patrol	Hazardous Moving Violation Enforcement	\$ 125,000.00
07-PT-02-155	Missouri State Highway Patrol	Law Enforcement Training	\$ 171,320.00
07-PT-02-156	Missouri State Highway Patrol	Skill Development	\$ 32,000.00
07-PT-02-157	Missouri State Highway Patrol	Speed Enforcement	\$ 70,200.00
07-RS-11-03	Missouri State Highway Patrol	STARS	\$ 282,573.00
07-RS-11-04	Missouri State Highway Patrol	Statistical Analysis Center	\$ 11,000.00
07-K9-04-05	MO Department of Health	Traffic Records-EMS Data	\$ 129,577.87
07-154-AL-17	MO Department of Revenue	Education Projects	\$ 21,504.00
07-K9-04-04	MO Department of Revenue	Traffic Records	\$ 350,000.00
07-154-HE-01	MO Dept of Transportation	Hazardous Elimination Materials Projects	\$ 15,133,838.60
07-154-AL-16	MO Southern State University	Alcohol Projects	\$ 66,000.00
07-154-AL-19	MO State Water Patrol	Impaired Operation	\$ 27,759.00
07-K8-03-02	Mo. Div. Of Alcohol & Tobacco	Youth Alcohol	\$ 353,615.00
07-PT-02-152	Mo. Division of Fire Safety	Emergency Responder Training	\$ 23,265.00
07-154-AL-01	MO. Division of Highway Safety	Youth Alcohol LE Training	\$ 38,000.00
07-154-AL-02	MO. Division of Highway Safety	Youth Prevention and Awareness	\$ 35,000.00
07-154-AL-03	MO. Division of Highway Safety	Sobriety Checkpoint Equipment	\$ 30,000.00
07-154-AL-04	MO. Division of Highway Safety	Statewide DWI	\$ 35,000.00
07-154-AL-05	MO. Division of Highway Safety	DRE Program	\$ 30,000.00
07-154-AL-06	MO. Division of Highway Safety	Southwest DWI Task Force	\$ 34,000.00
07-154-AL-07	MO. Division of Highway Safety	Impaired Driving Program	\$ 75,000.00
07-AL-03-01	MO. Division of Highway Safety	Youth Alcohol Coordination	\$ 60,000.00
07-AL-03-02	MO. Division of Highway Safety	Parent Guide	\$ 75,000.00
07-J3-05-01	MO. Division of Highway Safety	<b>2003B Carry-over Funds</b>	\$ 75,000.00
07-K3-05-1	MO. Division of Highway Safety	2001 Child Passenger Safety	\$ 852,790.00
07-K8-03-01	MO. Division of Highway Safety	410 Alcohol Coordination	\$ 90,000.00
07-K8-PM-03-03	MO. Division of Highway Safety	Impaired Driving Paid Media	\$ 150,000.00
07-K9-04-01	MO. Division of Highway Safety	LETS Software	\$ 23,299.84
07-K9-04-02	MO. Division of Highway Safety	Traffic Records Coordination	\$ 10,000.00
07-K9-04-06	MO. Division of Highway Safety	Traffic Records-Base Map	\$ 180,000.00
07-K9-04-07	MO. Division of Highway Safety	Traffic Records-STARS On-Line Analysis	\$ 115,000.00
07-K9-04-08	MO. Division of Highway Safety	Springfield Police Dept.-Part-Time Employee	\$ 9,100.00
07-OP-05-01	MO. Division of Highway Safety	Occupant Protection Projects Coordination	\$ 51,300.00
07-OP-05-02	MO. Division of Highway Safety	Occupant Protection	\$ 50,000.00
07-OP-05-03	MO. Division of Highway Safety	Bike/Pedestrian Material	\$ 5,000.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-PA-02-A	MO. Division of Highway Safety	P & A Coordination	\$ 200,000.00
07-PM-02-01	MO. Division of Highway Safety	Young Driver Paid Media	\$ 150,000.00
07-PM-02-02	MO. Division of Highway Safety	Mature Driver Paid Media	\$ 50,000.00
07-PM-02-03	MO. Division of Highway Safety	CPS Paid Media	\$ 110,000.00
07-PM-02-04	MO. Division of Highway Safety	Pickup Truck Paid Media	\$ 150,000.00
07-PM-02-05	MO. Division of Highway Safety	Work Zone Paid Media	\$ 125,000.00
07-PM-02-06	MO. Division of Highway Safety	Occupant Protection Paid Media (CIOT)	\$ 225,000.00
07-PT-02-01	MO. Division of Highway Safety	Police Traffic Services Project Coordination	\$ 165,000.00
07-PT-02-02	MO. Division of Highway Safety	LETSAC	\$ 33,850.00
07-PT-02-03	MO. Division of Highway Safety	REJIS	\$ 33,251.73
07-PT-02-04	MO. Division of Highway Safety	Public Opinion Surveys	\$ 81,000.00
07-PT-02-05	MO. Division of Highway Safety	PI&E General	\$ 80,000.00
07-PT-02-06	MO. Division of Highway Safety	Statewide HMV	\$ 35,000.00
07-PT-02-07	MO. Division of Highway Safety	Mature Driver Program	\$ 50,000.00
07-PT-02-08	MO. Division of Highway Safety	Workshops	\$ 20,000.00
07-PT-02-09	MO. Division of Highway Safety	Operation Lifesaver	\$ 57,000.00
07-PT-02-10	MO. Division of Highway Safety	Tween Program Activity	\$ 75,000.00
07-PT-02-11	MO. Division of Highway Safety	Young Driver Program	\$ 75,000.00
07-PT-02-13	MO. Division of Highway Safety	MoDOT Conference	\$ 34,250.51
07-PT-02-15	MO. Division of Highway Safety	PR Firm Contract	\$ 54,000.00
07-PT-02-16	MO. Division of Highway Safety	Restrain Yourself	\$ 10,000.00
07-RS-11-01	MO. Division of Highway Safety	Engineering services Program Coordination	\$ 6,500.00
07-RS-11-02	MO. Division of Highway Safety	BEAP/TEAP	\$ 128,000.00
07-SA-09-01	MO. Division of Highway Safety	Safe Communities Project Coordination	\$ 3,000.00
07-154-AL-09	Mo. Office of Prosecution Svcs.	TS Resource Attorney	\$ 159,775.69
07-PT-02-95	Moberly Police Department	Hazardous Moving Violation Enforcement	\$ 9,000.00
07-PT-02-96	Neosho Police Department	Hazardous Moving Violation Enforcement	\$ 4,576.00
07-K8-03-20	Newton County Sheriff	DWI Enforcement	\$ 5,376.00
07-PT-02-97	Newton County Sheriff	Hazardous Moving Violation Enforcement	\$ 28,000.00
07-K8-03-19	Newton County Sheriff	Sobriety Checkpoint	\$ 11,124.00
07-PT-02-98	North Kansas City Police Dept.	Hazardous Moving Violation Enforcement	\$ 7,299.84
07-K8-03-21	O'Fallon Police Department	Sobriety Checkpoint	\$ 7,592.40
07-PT-02-99	O'Fallon Police Department	Speed Enforcement	\$ 10,048.56
07-PT-02-159	Office of State Court Adminis.	Traffic Court Bench	\$ 19,048.00
07-PT-02-100	Olivette Police Department	Hazardous Moving Violation Enforcement	\$ 2,550.00
07-154-AL-81	Osage Beach DPS	Sobriety Checkpoint	\$ 3,300.00
07-PT-02-101	Osage Beach DPS	Hazardous Moving Violation Enforcement	\$ 6,336.00
07-K8-03-22	Overland Police Department	DWI Enforcement	\$ 6,341.74
07-K8-03-23	Overland Police Department	Sobriety Checkpoint	\$ 6,420.00
07-PT-02-102	Overland Police Department	Speed Enforcement	\$ 9,252.00
07-PT-02-103	Overland Police Department	Hazardous Moving Violation Enforcement	\$ 9,504.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-K8-03-24	Ozark Police Department	DWI Enforcement	\$ 9,760.00
07-K8-03-25	Ozark Police Department	Sobriety Checkpoint	\$ 10,818.12
07-PT-02-104	Ozark Police Department	Hazardous Moving Violation Enforcement	\$ 11,703.21
07-PT-02-105	Ozark Police Department	Speed Enforcement	\$ 8,668.96
07-K8-03-26	Peculiar Police Department	DWI Enforcement	\$ 552.00
07-K8-03-27	Peculiar Police Department	Sobriety Checkpoint	\$ 2,070.00
07-PT-02-106	Peculiar Police Department	Hazardous Moving Violation Enforcement	\$ 6,624.00
07-PT-02-107	Pemiscot County Sheriff	Hazardous Moving Violation Enforcement	\$ 6,600.00
07-PT-02-108	Pemiscot County Sheriff	Occupant Protection	\$ 6,600.00
07-K8-03-28	Perryville Police Department	DWI Enforcement	\$ 10,344.00
07-PT-02-109	Perryville Police Department	Speed Enforcement	\$ 1,881.60
07-154-AL-82	Pevely Police Department	DWI Enforcement	\$ 6,530.00
07-PT-02-110	Pevely Police Department	Hazardous Moving Violation Enforcement	\$ 13,750.00
07-PT-02-111	Pevely Police Department	Speed Enforcement	\$ 15,840.00
07-PT-02-112	Pineville Police Department	Hazardous Moving Violation Enforcement	\$ 3,000.00
07-K8-03-29	Platte County Sheriff	DWI Enforcement	\$ 3,342.80
07-K8-03-30	Platte County Sheriff	Full Time Traffic Officer	\$ 17,657.09
07-PT-02-113	Platte County Sheriff	Hazardous Moving Violation Enforcement	\$ 16,440.00
07-PT-02-114	Pleasant Hill Police Department	Hazardous Moving Violation Enforcement	\$ 10,071.00
07-154-AL-83	Pleasant Hills Police Department	DWI Enforcement	\$ 8,592.00
07-154-AL-84	Pleasant Hills Police Department	Sobriety Checkpoint	\$ 4,050.00
07-PT-02-115	Ralls County Sheriff	Speed Enforcement	\$ 2,880.00
07-154-AL-85	Raymore Police Department	Sobriety Checkpoint	\$ 6,570.00
07-154-AL-86	Raymore Police Department	DWI Enforcement	\$ 3,504.00
07-PT-02-116	Raymore Police Department	Hazardous Moving Violation Enforcement	\$ 10,512.00
07-PT-02-117	Raytown Police Department	Hazardous Moving Violation Enforcement	\$ 9,885.12
07-154-AL-87	Riverside DPS	DWI Enforcement	\$ 5,291.02
07-PT-02-118	Riverside DPS	Hazardous Moving Violation Enforcement	\$ 10,129.35
07-PT-02-119	Riverside DPS	School Bus Stop Sign Enforcement	\$ 1,578.60
07-PT-02-120	Sedalia Police Department	Hazardous Moving Violation Enforcement	\$ 9,293.40
07-PT-02-121	Smithville Police Department	Hazardous Moving Violation Enforcement	\$ 4,073.08
07-154-AL-20	Southeast Missouri State Univ.	Detect Drugs in Blood	\$ 19,188.00
07-154-AL-18	Springfield Police Department	DWI Enforcement	\$ 29,976.00
07-K8-03-31	Springfield Police Department	Youth Alcohol	\$ 30,604.00
07-K8-03-32	Springfield Police Department	Sobriety Checkpoint	\$ 19,029.06
07-PT-02-122	Springfield Police Department	Hazardous Moving Violation Enforcement	\$ 23,896.00
07-154-AL-88	St. Charles City Police Dept	Sobriety Checkpoint	\$ 7,560.00
07-154-AL-89	St. Charles City Police Dept	DWI Enforcement	\$ 24,192.00
07-PT-02-123	St. Charles City Police Dept.	Hazardous Moving Violation Enforcement	\$ 16,128.00
07-PT-02-124	St. Charles City Police Dept.	Red Light Running Enforcement	\$ 12,096.00
07-PT-02-125	St. Charles City Police Dept.	Speed Enforcement	\$ 24,192.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-154-AL-90	St. Charles County Sheriff	DWI Enforcement	\$ 12,882.00
07-PT-02-126	St. John Police Department	Hazardous Moving Violation Enforcement	\$ 6,018.00
07-154-AL-91	St. Joseph Police Department	DWI Enforcement	\$ 8,031.40
07-154-AL-92	St. Joseph Police Department	Sobriety Checkpoint	\$ 4,444.75
07-154-AL-93	St. Joseph Police Department	Youth Alcohol	\$ 11,921.40
07-PT-02-127	St. Joseph Police Department	Occupant Protection	\$ 6,102.54
07-PT-02-128	St. Joseph Police Department	Hazardous Moving Violation Enforcement	\$ 8,016.60
07-PT-02-131	St. Louis County Police Dept	Highway Safety Team	\$ 239,375.00
07-K8-03-33	St. Louis County Police Dept.	Sobriety Checkpoint	\$ 25,000.00
07-PT-02-129	St. Louis Metro Police Dept	Hazardous Moving Violation Enforcement	\$ 97,363.77
07-PT-02-130	St. Louis Metro Police Dept	Speed Enforcement	\$ 95,053.70
07-K8-03-34	St. Louis Metro Police Dept.	DWI Enforcement	\$ 95,053.70
07-K8-03-35	St. Louis Metro Police Dept.	Sobriety Checkpoint	\$ 31,848.67
07-K8-03-36	Stone County Sheriff	DWI Enforcement	\$ 11,215.00
07-PT-02-132	Stone County Sheriff	Speed Enforcement	\$ 3,445.00
07-PT-02-158	Sugar Creek Police Department	Hazardous Moving Violation Enforcement	\$ 4,900.00
07-154-AL-94	Town & Country Police Dept.	DWI Enforcement	\$ 6,750.00
07-PT-02-133	Town & Country Police Dept.	Speed Enforcement	\$ 6,975.00
07-SA-09-04	Traffic Safety Alliance	Safe Communities Project	\$ 41,695.49
07-K8-03-37	Troy Police Department	DWI Enforcement	\$ 6,336.00
07-K8-03-38	Troy Police Department	Sobriety Checkpoint	\$ 6,336.00
07-PT-02-134	Troy Police Department	Speed Enforcement	\$ 6,336.00
07-K10-07-02	Union Police Department	Racial Profiling Data Analysis	\$ 2,809.00
07-K8-03-39	Union Police Department	DWI Enforcement	\$ 19,584.00
07-PT-02-135	Union Police Department	Hazardous Moving Violation Enforcement	\$ 19,609.50
07-PT-02-149	Univ. of MO - Kansas City	Hazardous Moving Violation Enforcement	\$ 10,117.86
07-K8-03-09	University of Missouri Curators	SMART/CHEERS/Partnership	\$ 234,120.24
07-PT-02-148	University of Missouri Curators	Think First	\$ 242,250.00
07-K8-03-40	Washington Police Department	Youth Alcohol	\$ 4,680.00
07-K8-03-41	Washington Police Department	Sobriety Checkpoint	\$ 3,692.00
07-PT-02-136	Washington Police Department	Hazardous Moving Violation Enforcement	\$ 23,823.50
07-PT-02-150	Washington University	Educational Projects (Mature Driver Booklet)	\$ 59,685.50
07-PT-02-151	Washington University	Educational Projects (Training on Mature Driving)	\$ 61,905.65
07-154-AL-95	Webb City Police Department	Sobriety Checkpoint	\$ 10,800.00
07-154-AL-96	Webb City Police Department	DWI Enforcement	\$ 4,320.00
07-K8-03-42	West Plains Police Department	Sobriety Checkpoint	\$ 2,391.00
07-PT-02-137	West Plains Police Department	Hazardous Moving Violation Enforcement	\$ 14,252.16
07-PT-02-138	Willard Police Department	Hazardous Moving Violation Enforcement	\$ 7,000.00
07-K8-03-43	Willow Springs Police Department	Sobriety Checkpoint	\$ 5,877.10
07-PT-02-139	Willow Springs Police Department	Hazardous Moving Violation Enforcement	\$ 4,000.00



# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-154-AL-21	Arnold Police Department	Sobriety Checkpoint	\$ 4,000.00
07-154-AL-22	Arnold Police Department	DWI Enforcement	\$ 4,608.00
07-PT-02-21	Arnold Police Department	Hazardous Moving Violation Enforcement	\$ 7,680.00
07-154-AL-23	Ballwin Police Department	DWI Enforcement	\$ 5,125.00
07-PT-02-22	Ballwin Police Department	Hazardous Moving Violation Enforcement	\$ 3,936.00
07-PT-02-23	Bellefontaine Neighbors PD	Hazardous Moving Violation Enforcement	\$ 7,039.48
07-154-AL-24	Belton Police Department	STEP Sobriety Checkpoint	\$ 2,304.86
07-154-AL-25	Belton Police Department	Sobriety Checkpoint	\$ 5,880.00
07-154-AL-26	Belton Police Department	DWI Enforcement	\$ 4,935.00
07-PT-02-24	Belton Police Department	Speed Enforcement	\$ 5,826.00
07-PT-02-25	Belton Police Department	Occupant Protection	\$ 2,048.00
07-PT-02-26	Belton Police Department	Hazardous Moving Violation Enforcement	\$ 7,394.00
07-154-AL-27	Blue Springs Police Department	Sobriety Checkpoint	\$ 5,510.00
07-PT-02-27	Blue Springs Police Dept.	Occupant Protection	\$ 4,320.00
07-PT-02-28	Blue Springs Police Dept.	Hazardous Moving Violation Enforcement	\$ 8,500.00
07-154-AL-28	Boone County Sheriff	Checkpoint/Saturation	\$ 9,266.80
07-154-AL-29	Boone County Sheriff	Full Time Traffic Unit	\$ 73,022.64
07-PT-02-29	Boone County Sheriff	Hazardous Moving Violation Enforcement	\$ 12,519.36
07-PT-02-30	Bowling Green Police Dept.	Hazardous Moving Violation Enforcement	\$ 3,390.00
07-PT-02-31	Bridgeton Police Department	Hazardous Moving Violation Enforcement	\$ 6,025.08
07-154-AL-30	Buchanan County Sheriff	Sobriety Checkpoint	\$ 10,000.00
07-PT-02-32	Camdenton Police Department	Occupant Protection	\$ 5,438.86
07-154-AL-31	Cape Girardeau County	DWI Enforcement	\$ 5,008.50
07-154-AL-32	Cape Girardeau Police Dept	DWI Enforcement	\$ 13,000.00
07-154-AL-33	Cape Girardeau Police Dept	Sobriety Checkpoint	\$ 2,812.50
07-PT-02-33	Cape Girardeau Police Dept.	Hazardous Moving Violation Enforcement	\$ 8,500.00
07-SA-09-02	Cape Girardeau Safe Comm.	Safe Communities Project	\$ 83,223.50
07-SA-09-03	Cape Girardeau Safe Comm.	Team Spirit	\$ 101,306.00
07-154-AL-34	Cass County Sheriff	Sobriety Checkpoint	\$ 5,799.99
07-154-AL-35	Cass County Sheriff	DWI Enforcement	\$ 5,400.00
07-154-AL-36	Cass County Sheriff	Youth Alcohol	\$ 3,000.00
07-PT-02-34	Cass County Sheriff	Speed Enforcement	\$ 3,780.00
07-PT-02-35	Cass County Sheriff	Hazardous Moving Violation Enforcement	\$ 5,417.50
06-PT-02-36	Chesterfield Police Department	Educational Projects	\$ 31,000.00
07-154-AL-37	Christian County Sheriff	DWI Enforcement	\$ 7,850.50
07-PT-02-37	Christian County Sheriff	Hazardous Moving Violation Enforcement	\$ 11,013.13
07-PT-02-38	Clark County Sheriff	Hazardous Moving Violation Enforcement	\$ 3,504.00
07-154-AL-38	Clay County Sheriff	DWI Enforcement	\$ 8,450.00
07-K10-07-01	Clay County Sheriff	Traffic Data Computer System	\$ 17,500.00
07-PT-02-39	Clay County Sheriff	Speed Enforcement	\$ 6,500.00
07-PT-02-40	Clay County Sheriff	Hazardous Moving Violation Enforcement	\$ 4,950.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-PT-02-41	Clinton Police Department	Hazardous Moving Violation Enforcement	\$ 8,305.20
07-154-AL-39	Cole County Sheriff	Sobriety Checkpoint	\$ 6,487.50
07-PT-02-42	Cole County Sheriff	Hazardous Moving Violation Enforcement	\$ 7,650.00
07-154-AL-40	Columbia Police Department	DWI Enforcement	\$ 12,815.69
07-PT-02-43	Cooter Police Department	Hazardous Moving Violation Enforcement	\$ 6,170.00
07-154-AL-41	Creve Coeur Police Department	Sobriety Checkpoint	\$ 8,010.00
07-154-AL-42	Creve Coeur Police Department	Bat Van Project	\$ 2,000.00
07-PT-02-44	Creve Coeur Police Department	Work Zone Project	\$ 36,750.00
07-PT-02-45	Creve Coeur Police Department	Speed Enforcement	\$ 5,300.00
07-PT-02-46	Crystal City Police Department	Hazardous Moving Violation Enforcement	\$ 7,800.00
07-PT-02-47	Crystal City Police Department	Speed Enforcement	\$ 7,800.00
07-PT-02-48	DeSoto Police Department	Hazardous Moving Violation Enforcement	\$ 4,480.00
07-K8-03-11	Douglas County Sheriff	DWI Enforcement	\$ 6,685.00
07-PT-02-49	Edmundson Police Department	Hazardous Moving Violation Enforcement	\$ 2,432.00
07-154-AL-43	Eureka Police Department	Sobriety Checkpoint	\$ 7,269.38
07-154-AL-44	Eureka Police Department	DWI Enforcement	\$ 4,348.70
07-PT-02-50	Eureka Police Department	Hazardous Moving Violation Enforcement	\$ 28,915.20
07-PT-02-51	Farmington Police Department	Hazardous Moving Violation Enforcement	\$ 5,980.00
07-K8-03-12	Farmington Police Dept.	DWI Enforcement	\$ 5,630.00
07-PT-02-52	Ferguson Police Department	Hazardous Moving Violation Enforcement	\$ 6,912.00
07-PT-02-53	Festus Police Department	Hazardous Moving Violation Enforcement	\$ 10,020.00
07-PT-02-54	Festus Police Department	Red Light Running Enforcement	\$ 3,000.00
07-PT-02-55	Festus Police Department	Speed Enforcement	\$ 5,010.00
07-K8-03-13	Festus Police Dept.	DWI Enforcement	\$ 5,010.00
07-K8-03-14	Franklin County Sheriff	Youth Alcohol	\$ 10,152.00
07-K8-03-15	Franklin County Sheriff	DWI Enforcement	\$ 18,832.00
07-K8-03-16	Franklin County Sheriff	Sobriety Checkpoint	\$ 5,155.00
07-PT-02-56	Franklin County Sheriff	Speed Enforcement	\$ 22,152.00
07-154-AL-45	Gladstone Dept. of Public Safety	DWI Enforcement	\$ 12,740.00
07-PT-02-57	Gladstone DPS	Hazardous Moving Violation Enforcement	\$ 9,900.00
07-154-AL-46	Grain Valley Police Department	DWI Enforcement	\$ 9,188.00
07-PT-02-58	Grain Valley Police Department	Hazardous Moving Violation Enforcement	\$ 6,720.00
07-PT-02-59	Grandview Police Department	Hazardous Moving Violation Enforcement	\$ 9,984.00
07-154-AL-47	Greene County Sheriff	DWI Enforcement	\$ 60,000.00
07-154-AL-48	Greene County Sheriff	Youth Alcohol	\$ 12,000.00
07-PT-02-60	Greene County Sheriff	Speed Enforcement	\$ 42,740.00
07-154-AL-49	Greenwood Police Department	DWI Enforcement	\$ 3,000.00
07-154-AL-50	Hannibal Police Department	DWI Enforcement	\$ 8,000.00
07-PT-02-61	Hannibal Police Department	Hazardous Moving Violation Enforcement	\$ 10,500.00
07-154-AL-51	Harrisonville Police Department	DWI Enforcement	\$ 5,164.00
07-154-AL-52	Harrisonville Police Department	Sobriety Checkpoint	\$ 4,240.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-PT-02-62	Harrisonville Police Department	Hazardous Moving Violation Enforcement	\$ 4,018.50
07-154-AL-53	Hayti Police Department	DWI Enforcement	\$ 4,772.02
07-PT-02-63	Hazelwood Police Department	Speed Enforcement	\$ 14,834.50
07-PT-02-64	Henry County Sheriff	Hazardous Moving Violation Enforcement	\$ 7,770.00
07-154-AL-54	Herculaneum Police Department	DWI Enforcement	\$ 8,564.00
07-PT-02-65	Herculaneum Police Dept	Hazardous Moving Violation Enforcement	\$ 5,848.00
07-154-AL-55	Howell County Sheriff	DWI Saturation	\$ 7,312.00
07-PT-02-66	Howell County Sheriff	Hazardous Moving Violation Enforcement	\$ 7,912.00
07-154-AL-56	Independence Police Department	DWI Enforcement	\$ 85,000.00
07-154-AL-57	Independence Police Department	Sobriety Checkpoint	\$ 31,875.56
07-154-AL-58	Independence Police Department	Youth Alcohol	\$ 34,000.00
07-PT-02-67	Independence Police Dept	Hazardous Moving Violation Enforcement	\$ 99,960.00
07-PT-02-68	Independence Police Dept	Red Light Running Enforcement	\$ 26,010.00
07-154-AL-59	Jackson County Sheriff	DWI Enforcement	\$ 10,020.00
07-154-AL-60	Jackson County Sheriff	Sobriety Checkpoint	\$ 9,000.00
07-154-AL-61	Jackson County Sheriff	Youth Alcohol	\$ 10,020.00
07-PT-02-70	Jackson County Sheriff	Hazardous Moving Violation Enforcement	\$ 20,010.00
07-PT-02-71	Jackson County Sheriff	JCSO Traffic Unit	\$ 134,826.25
07-PT-02-69	Jackson Police Department	Hazardous Moving Violation Enforcement	\$ 1,500.00
07-154-AL-62	Jasco-Metropolitan	DWI Enforcement	\$ 2,400.00
07-154-AL-63	Jasco-Metropolitan	Sobriety Checkpoint	\$ 5,000.00
07-PT-02-72	Jasco-Metropolitan	Hazardous Moving Violation Enforcement	\$ 3,235.00
07-154-AL-64	Jasper County Sheriff	DWI Enforcement	\$ 15,825.00
07-154-AL-65	Jasper County Sheriff	Youth Alcohol	\$ 2,000.00
07-PT-02-73	Jasper County Sheriff	Hazardous Moving Violation Enforcement	\$ 11,100.00
07-PT-02-74	Jefferson City Police Dept.	Hazardous Moving Violation Enforcement	\$ 20,160.00
06-PT-02-75	Jefferson County Sheriff	Speed Enforcement	\$ 35,850.00
07-154-AL-66	Jefferson County Sheriff	Sobriety Checkpoint	\$ 39,435.00
07-154-AL-67	Jefferson County Sheriff	DWI Enforcement	\$ 122,550.00
07-154-AL-68	Jefferson County Sheriff	Youth Alcohol	\$ 125,475.00
07-PT-02-76	Jefferson County Sheriff	Hazardous Moving Violation Enforcement	\$ 114,650.00
07-154-AL-69	Jennings Police Department	DWI Enforcement	\$ 8,250.00
07-154-AL-70	Jennings Police Department	Sobriety Checkpoint	\$ 4,300.00
07-PT-02-77	Jennings Police Department	Hazardous Moving Violation Enforcement	\$ 6,000.00
07-PT-02-78	Johnson County Sheriff	Hazardous Moving Violation Enforcement	\$ 25,926.00
07-154-AL-71	Joplin Police Department	Youth Alcohol	\$ 8,711.50
07-154-AL-72	Joplin Police Department	DWI Enforcement	\$ 11,200.50
07-PT-02-79	Joplin Police Department	Hazardous Moving Violation Enforcement	\$ 11,200.50
07-PT-02-80	Kahoka Police Department	Hazardous Moving Violation Enforcement	\$ 2,700.00
07-K8-03-17	Kansas City Police Department	Sobriety Checkpoint	\$ 105,060.00
07-K8-03-18	Kansas City Police Department	DWI Enforcement	\$ 48,480.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-K8-03-44	Kansas City Police Department	Youth Alcohol	\$ 15,000.00
07-PT-02-81	Kansas City Police Dept.	Hazardous Moving Violation Enforcement	\$ 78,400.00
07-PT-02-82	Kansas City Police Dept.	Speed Enforcement	\$ 42,400.00
07-PT-02-83	Kansas City Police Dept.	Speed Enforcement	\$ 58,830.92
07-PT-02-84	Kansas City Police Dept.	Occupant Protection	\$ 49,920.00
07-154-AL-73	KCMSD Safe & Drug Free	Youth Alcohol	\$ 25,500.00
07-154-AL-74	Kennett Police Department	DWI Enforcement	\$ 15,552.00
07-PT-02-85	Kennett Police Department	Speed Enforcement	\$ 14,400.00
07-PT-02-86	Kennett Police Department	Occupant Protection	\$ 3,600.00
07-154-AL-75	Lake Saint Louis Police Dept.	DWI Enforcement	\$ 1,500.00
07-154-AL-76	Lake Saint Louis Police Dept.	Sobriety Checkpoint	\$ 1,500.00
07-PT-02-87	Lake Saint Louis Police Dept.	Speed Enforcement	\$ 1,500.00
07-154-AL-77	Lee's Summit Police Department	DWI Enforcement	\$ 65,589.48
07-PT-02-88	Lee's Summit Police Department	Hazardous Moving Violation Enforcement	\$ 24,000.00
07-PT-02-89	Lee's Summit Police Department	Speed Enforcement	\$ 21,000.00
07-PT-02-90	Liberty Police Department	Hazardous Moving Violation Enforcement	\$ 8,528.76
07-PT-02-91	Lone Jack Police Department	Speed Enforcement	\$ 5,184.00
07-PT-02-92	Macon County Sheriff	Hazardous Moving Violation Enforcement	\$ 8,330.81
07-154-AL-78	MADD	Alcohol Projects	\$ 105,940.00
07-154-AL-79	Manchester Police Department	Sobriety Checkpoint	\$ 7,115.02
07-PT-02-93	Manchester Police Department	Hazardous Moving Violation Enforcement	\$ 6,421.44
07-154-AL-80	Maryland Heights Police Dept.	DWI Enforcement	\$ 10,677.60
07-PT-02-94	Maryland Heights Police Dept.	Speed Enforcement	\$ 16,227.84
07-154-AL-10	Missouri Safety Center	Alcohol Projects (Breath Instruments)	\$ 272,000.00
07-154-AL-11	Missouri Safety Center	Law Enforcement Training (Breath Lab)	\$ 185,006.00
07-154-AL-12	Missouri Safety Center	Law Enforcement Training (Impaired Driving)	\$ 6,998.40
07-154-AL-13	Missouri Safety Center	Occupant Protection (Corridor Traffic Enforcement)	\$ 65,000.00
07-154-AL-14	Missouri Safety Center	Law Enforcement Training (SFST)	\$ 160,242.00
07-154-AL-15	Missouri Safety Center	Law Enforcement Training (Sobriety Supervisor Trng)	\$ 32,400.00
07-157-PT-01	Missouri Safety Center	Pickup Truck Program	\$ 100,000.00
07-157-PT-02	Missouri Safety Center	Law Enforcement OT for CIOT	\$ 200,000.00
07-K8-03-07	Missouri Safety Center	Alcohol Projects (BAT Vans)	\$ 375,000.00
07-K8-03-08	Missouri Safety Center	Alcohol Projects (IDC STEP Enforcement)	\$ 150,000.00
07-K9-04-03	Missouri Safety Center	Law Enforcement Training (LETS Computer Training)	\$ 22,560.00
07-PT-02-140	Missouri Safety Center	Driver Improvement Program	\$ 37,515.00
07-PT-02-141	Missouri Safety Center	Law Enforcement Training (Crash Investigation)	\$ 90,750.00
07-PT-02-142	Missouri Safety Center	Occupant Protection (Teen Survey)	\$ 65,000.00
07-PT-02-143	Missouri Safety Center	Occupant Protection (Statewide Seat Belt Survey)	\$ 100,000.00
07-PT-02-145	Missouri Safety Center	Occupant Protection (Youth Enforcement STEP)	\$ 79,920.00
07-PT-02-146	Missouri Safety Center	Occupant Protection (CPS Survey)	\$ 30,000.00
07-PT-02-147	Missouri Southern State Univ.	Law Enforcement Training	\$ 60,000.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-154-AL-08	Missouri State Highway Patrol	Digital Video System	\$ 1,584,630.76
07-K10-07-03	Missouri State Highway Patrol	Racial Profiling	\$ 480,000.00
07-K8-03-04	Missouri State Highway Patrol	Sobriety Checkpoint	\$ 141,813.21
07-K8-03-05	Missouri State Highway Patrol	DWI Enforcement	\$ 102,144.00
07-K8-03-06	Missouri State Highway Patrol	DWITS	\$ 91,505.00
07-PT-02-153	Missouri State Highway Patrol	Occupant Protection	\$ 100,000.00
07-PT-02-154	Missouri State Highway Patrol	Hazardous Moving Violation Enforcement	\$ 125,000.00
07-PT-02-155	Missouri State Highway Patrol	Law Enforcement Training	\$ 171,320.00
07-PT-02-156	Missouri State Highway Patrol	Skill Development	\$ 32,000.00
07-PT-02-157	Missouri State Highway Patrol	Speed Enforcement	\$ 70,200.00
07-RS-11-03	Missouri State Highway Patrol	STARS	\$ 282,573.00
07-RS-11-04	Missouri State Highway Patrol	Statistical Analysis Center	\$ 11,000.00
07-K9-04-05	MO Department of Health	Traffic Records-EMS Data	\$ 129,577.87
07-154-AL-17	MO Department of Revenue	Education Projects	\$ 21,504.00
07-K9-04-04	MO Department of Revenue	Traffic Records	\$ 350,000.00
07-154-HE-01	MO Dept of Transportation	Hazardous Elimination Materials Projects	\$ 15,133,838.60
07-154-AL-16	MO Southern State University	Alcohol Projects	\$ 66,000.00
07-154-AL-19	MO State Water Patrol	Impaired Operation	\$ 27,759.00
07-K8-03-02	Mo. Div. Of Alcohol & Tobacco	Youth Alcohol	\$ 353,615.00
07-PT-02-152	Mo. Division of Fire Safety	Emergency Responder Training	\$ 23,265.00
07-154-AL-01	MO. Division of Highway Safety	Youth Alcohol LE Training	\$ 38,000.00
07-154-AL-02	MO. Division of Highway Safety	Youth Prevention and Awareness	\$ 35,000.00
07-154-AL-03	MO. Division of Highway Safety	Sobriety Checkpoint Equipment	\$ 30,000.00
07-154-AL-04	MO. Division of Highway Safety	Statewide DWI	\$ 35,000.00
07-154-AL-05	MO. Division of Highway Safety	DRE Program	\$ 30,000.00
07-154-AL-06	MO. Division of Highway Safety	Southwest DWI Task Force	\$ 34,000.00
07-154-AL-07	MO. Division of Highway Safety	Impaired Driving Program	\$ 75,000.00
07-AL-03-01	MO. Division of Highway Safety	Youth Alcohol Coordination	\$ 60,000.00
07-AL-03-02	MO. Division of Highway Safety	Parent Guide	\$ 75,000.00
07-J3-05-01	MO. Division of Highway Safety	<b>2003B Carry-over Funds</b>	\$ 75,000.00
07-K3-05-1	MO. Division of Highway Safety	2001 Child Passenger Safety	\$ 852,790.00
07-K8-03-01	MO. Division of Highway Safety	410 Alcohol Coordination	\$ 90,000.00
07-K8-PM-03-03	MO. Division of Highway Safety	Impaired Driving Paid Media	\$ 150,000.00
07-K9-04-01	MO. Division of Highway Safety	LETS Software	\$ 23,299.84
07-K9-04-02	MO. Division of Highway Safety	Traffic Records Coordination	\$ 10,000.00
07-K9-04-06	MO. Division of Highway Safety	Traffic Records-Base Map	\$ 180,000.00
07-K9-04-07	MO. Division of Highway Safety	Traffic Records-STARS On-Line Analysis	\$ 115,000.00
07-K9-04-08	MO. Division of Highway Safety	Springfield Police Dept.-Part-Time Employee	\$ 9,100.00
07-OP-05-01	MO. Division of Highway Safety	Occupant Protection Projects Coordination	\$ 51,300.00
07-OP-05-02	MO. Division of Highway Safety	Occupant Protection	\$ 50,000.00
07-OP-05-03	MO. Division of Highway Safety	Bike/Pedestrian Material	\$ 5,000.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-PA-02-A	MO. Division of Highway Safety	P & A Coordination	\$ 200,000.00
07-PM-02-01	MO. Division of Highway Safety	Young Driver Paid Media	\$ 150,000.00
07-PM-02-02	MO. Division of Highway Safety	Mature Driver Paid Media	\$ 50,000.00
07-PM-02-03	MO. Division of Highway Safety	CPS Paid Media	\$ 110,000.00
07-PM-02-04	MO. Division of Highway Safety	Pickup Truck Paid Media	\$ 150,000.00
07-PM-02-05	MO. Division of Highway Safety	Work Zone Paid Media	\$ 125,000.00
07-PM-02-06	MO. Division of Highway Safety	Occupant Protection Paid Media (CIOT)	\$ 225,000.00
07-PT-02-01	MO. Division of Highway Safety	Police Traffic Services Project Coordination	\$ 165,000.00
07-PT-02-02	MO. Division of Highway Safety	LETSAC	\$ 33,850.00
07-PT-02-03	MO. Division of Highway Safety	REJIS	\$ 33,251.73
07-PT-02-04	MO. Division of Highway Safety	Public Opinion Surveys	\$ 81,000.00
07-PT-02-05	MO. Division of Highway Safety	PI&E General	\$ 80,000.00
07-PT-02-06	MO. Division of Highway Safety	Statewide HMV	\$ 35,000.00
07-PT-02-07	MO. Division of Highway Safety	Mature Driver Program	\$ 50,000.00
07-PT-02-08	MO. Division of Highway Safety	Workshops	\$ 20,000.00
07-PT-02-09	MO. Division of Highway Safety	Operation Lifesaver	\$ 57,000.00
07-PT-02-10	MO. Division of Highway Safety	Tween Program Activity	\$ 75,000.00
07-PT-02-11	MO. Division of Highway Safety	Young Driver Program	\$ 75,000.00
07-PT-02-13	MO. Division of Highway Safety	MoDOT Conference	\$ 34,250.51
07-PT-02-15	MO. Division of Highway Safety	PR Firm Contract	\$ 54,000.00
07-PT-02-16	MO. Division of Highway Safety	Restrain Yourself	\$ 10,000.00
07-RS-11-01	MO. Division of Highway Safety	Engineering services Program Coordination	\$ 6,500.00
07-RS-11-02	MO. Division of Highway Safety	BEAP/TEAP	\$ 128,000.00
07-SA-09-01	MO. Division of Highway Safety	Safe Communities Project Coordination	\$ 3,000.00
07-154-AL-09	Mo. Office of Prosecution Svcs.	TS Resource Attorney	\$ 159,775.69
07-PT-02-95	Moberly Police Department	Hazardous Moving Violation Enforcement	\$ 9,000.00
07-PT-02-96	Neosho Police Department	Hazardous Moving Violation Enforcement	\$ 4,576.00
07-K8-03-20	Newton County Sheriff	DWI Enforcement	\$ 5,376.00
07-PT-02-97	Newton County Sheriff	Hazardous Moving Violation Enforcement	\$ 28,000.00
07-K8-03-19	Newton County Sheriff	Sobriety Checkpoint	\$ 11,124.00
07-PT-02-98	North Kansas City Police Dept.	Hazardous Moving Violation Enforcement	\$ 7,299.84
07-K8-03-21	O'Fallon Police Department	Sobriety Checkpoint	\$ 7,592.40
07-PT-02-99	O'Fallon Police Department	Speed Enforcement	\$ 10,048.56
07-PT-02-159	Office of State Court Adminis.	Traffic Court Bench	\$ 19,048.00
07-PT-02-100	Olivette Police Department	Hazardous Moving Violation Enforcement	\$ 2,550.00
07-154-AL-81	Osage Beach DPS	Sobriety Checkpoint	\$ 3,300.00
07-PT-02-101	Osage Beach DPS	Hazardous Moving Violation Enforcement	\$ 6,336.00
07-K8-03-22	Overland Police Department	DWI Enforcement	\$ 6,341.74
07-K8-03-23	Overland Police Department	Sobriety Checkpoint	\$ 6,420.00
07-PT-02-102	Overland Police Department	Speed Enforcement	\$ 9,252.00
07-PT-02-103	Overland Police Department	Hazardous Moving Violation Enforcement	\$ 9,504.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-K8-03-24	Ozark Police Department	DWI Enforcement	\$ 9,760.00
07-K8-03-25	Ozark Police Department	Sobriety Checkpoint	\$ 10,818.12
07-PT-02-104	Ozark Police Department	Hazardous Moving Violation Enforcement	\$ 11,703.21
07-PT-02-105	Ozark Police Department	Speed Enforcement	\$ 8,668.96
07-K8-03-26	Peculiar Police Department	DWI Enforcement	\$ 552.00
07-K8-03-27	Peculiar Police Department	Sobriety Checkpoint	\$ 2,070.00
07-PT-02-106	Peculiar Police Department	Hazardous Moving Violation Enforcement	\$ 6,624.00
07-PT-02-107	Pemiscot County Sheriff	Hazardous Moving Violation Enforcement	\$ 6,600.00
07-PT-02-108	Pemiscot County Sheriff	Occupant Protection	\$ 6,600.00
07-K8-03-28	Perryville Police Department	DWI Enforcement	\$ 10,344.00
07-PT-02-109	Perryville Police Department	Speed Enforcement	\$ 1,881.60
07-154-AL-82	Pevely Police Department	DWI Enforcement	\$ 6,530.00
07-PT-02-110	Pevely Police Department	Hazardous Moving Violation Enforcement	\$ 13,750.00
07-PT-02-111	Pevely Police Department	Speed Enforcement	\$ 15,840.00
07-PT-02-112	Pineville Police Department	Hazardous Moving Violation Enforcement	\$ 3,000.00
07-K8-03-29	Platte County Sheriff	DWI Enforcement	\$ 3,342.80
07-K8-03-30	Platte County Sheriff	Full Time Traffic Officer	\$ 17,657.09
07-PT-02-113	Platte County Sheriff	Hazardous Moving Violation Enforcement	\$ 16,440.00
07-PT-02-114	Pleasant Hill Police Department	Hazardous Moving Violation Enforcement	\$ 10,071.00
07-154-AL-83	Pleasant Hills Police Department	DWI Enforcement	\$ 8,592.00
07-154-AL-84	Pleasant Hills Police Department	Sobriety Checkpoint	\$ 4,050.00
07-PT-02-115	Ralls County Sheriff	Speed Enforcement	\$ 2,880.00
07-154-AL-85	Raymore Police Department	Sobriety Checkpoint	\$ 6,570.00
07-154-AL-86	Raymore Police Department	DWI Enforcement	\$ 3,504.00
07-PT-02-116	Raymore Police Department	Hazardous Moving Violation Enforcement	\$ 10,512.00
07-PT-02-117	Raytown Police Department	Hazardous Moving Violation Enforcement	\$ 9,885.12
07-154-AL-87	Riverside DPS	DWI Enforcement	\$ 5,291.02
07-PT-02-118	Riverside DPS	Hazardous Moving Violation Enforcement	\$ 10,129.35
07-PT-02-119	Riverside DPS	School Bus Stop Sign Enforcement	\$ 1,578.60
07-PT-02-120	Sedalia Police Department	Hazardous Moving Violation Enforcement	\$ 9,293.40
07-PT-02-121	Smithville Police Department	Hazardous Moving Violation Enforcement	\$ 4,073.08
07-154-AL-20	Southeast Missouri State Univ.	Detect Drugs in Blood	\$ 19,188.00
07-154-AL-18	Springfield Police Department	DWI Enforcement	\$ 29,976.00
07-K8-03-31	Springfield Police Department	Youth Alcohol	\$ 30,604.00
07-K8-03-32	Springfield Police Department	Sobriety Checkpoint	\$ 19,029.06
07-PT-02-122	Springfield Police Department	Hazardous Moving Violation Enforcement	\$ 23,896.00
07-154-AL-88	St. Charles City Police Dept	Sobriety Checkpoint	\$ 7,560.00
07-154-AL-89	St. Charles City Police Dept	DWI Enforcement	\$ 24,192.00
07-PT-02-123	St. Charles City Police Dept.	Hazardous Moving Violation Enforcement	\$ 16,128.00
07-PT-02-124	St. Charles City Police Dept.	Red Light Running Enforcement	\$ 12,096.00
07-PT-02-125	St. Charles City Police Dept.	Speed Enforcement	\$ 24,192.00

# MISSOURI DIVISION OF HIGHWAY SAFETY - FY 2007 PROJECTS

Project #	Grantee	Problem Area and Project Countermeasure	Total Allocation
07-154-AL-90	St. Charles County Sheriff	DWI Enforcement	\$ 12,882.00
07-PT-02-126	St. John Police Department	Hazardous Moving Violation Enforcement	\$ 6,018.00
07-154-AL-91	St. Joseph Police Department	DWI Enforcement	\$ 8,031.40
07-154-AL-92	St. Joseph Police Department	Sobriety Checkpoint	\$ 4,444.75
07-154-AL-93	St. Joseph Police Department	Youth Alcohol	\$ 11,921.40
07-PT-02-127	St. Joseph Police Department	Occupant Protection	\$ 6,102.54
07-PT-02-128	St. Joseph Police Department	Hazardous Moving Violation Enforcement	\$ 8,016.60
07-PT-02-131	St. Louis County Police Dept	Highway Safety Team	\$ 239,375.00
07-K8-03-33	St. Louis County Police Dept.	Sobriety Checkpoint	\$ 25,000.00
07-PT-02-129	St. Louis Metro Police Dept	Hazardous Moving Violation Enforcement	\$ 97,363.77
07-PT-02-130	St. Louis Metro Police Dept	Speed Enforcement	\$ 95,053.70
07-K8-03-34	St. Louis Metro Police Dept.	DWI Enforcement	\$ 95,053.70
07-K8-03-35	St. Louis Metro Police Dept.	Sobriety Checkpoint	\$ 31,848.67
07-K8-03-36	Stone County Sheriff	DWI Enforcement	\$ 11,215.00
07-PT-02-132	Stone County Sheriff	Speed Enforcement	\$ 3,445.00
07-PT-02-158	Sugar Creek Police Department	Hazardous Moving Violation Enforcement	\$ 4,900.00
07-154-AL-94	Town & Country Police Dept.	DWI Enforcement	\$ 6,750.00
07-PT-02-133	Town & Country Police Dept.	Speed Enforcement	\$ 6,975.00
07-SA-09-04	Traffic Safety Alliance	Safe Communities Project	\$ 41,695.49
07-K8-03-37	Troy Police Department	DWI Enforcement	\$ 6,336.00
07-K8-03-38	Troy Police Department	Sobriety Checkpoint	\$ 6,336.00
07-PT-02-134	Troy Police Department	Speed Enforcement	\$ 6,336.00
07-K10-07-02	Union Police Department	Racial Profiling Data Analysis	\$ 2,809.00
07-K8-03-39	Union Police Department	DWI Enforcement	\$ 19,584.00
07-PT-02-135	Union Police Department	Hazardous Moving Violation Enforcement	\$ 19,609.50
07-PT-02-149	Univ. of MO - Kansas City	Hazardous Moving Violation Enforcement	\$ 10,117.86
07-K8-03-09	University of Missouri Curators	SMART/CHEERS/Partnership	\$ 234,120.24
07-PT-02-148	University of Missouri Curators	Think First	\$ 242,250.00
07-K8-03-40	Washington Police Department	Youth Alcohol	\$ 4,680.00
07-K8-03-41	Washington Police Department	Sobriety Checkpoint	\$ 3,692.00
07-PT-02-136	Washington Police Department	Hazardous Moving Violation Enforcement	\$ 23,823.50
07-PT-02-150	Washington University	Educational Projects (Mature Driver Booklet)	\$ 59,685.50
07-PT-02-151	Washington University	Educational Projects (Training on Mature Driving)	\$ 61,905.65
07-154-AL-95	Webb City Police Department	Sobriety Checkpoint	\$ 10,800.00
07-154-AL-96	Webb City Police Department	DWI Enforcement	\$ 4,320.00
07-K8-03-42	West Plains Police Department	Sobriety Checkpoint	\$ 2,391.00
07-PT-02-137	West Plains Police Department	Hazardous Moving Violation Enforcement	\$ 14,252.16
07-PT-02-138	Willard Police Department	Hazardous Moving Violation Enforcement	\$ 7,000.00
07-K8-03-43	Willow Springs Police Department	Sobriety Checkpoint	\$ 5,877.10
07-PT-02-139	Willow Springs Police Department	Hazardous Moving Violation Enforcement	\$ 4,000.00



## OCCUPANT PROTECTION

It is well recognized that one of the best forms of protection from death and injury when traveling in a motor vehicle is seat belts and child safety seats. In Missouri the usage rate for seat belts was 77.2% in 2007—up from the previous year when it was 75.1%, but still lower than the national average. Misuse of child safety seats is conservatively figured in the upper 70 percentile. This program area addressed means to encourage people to wear their seat belts (**every** time they are riding in a vehicle) and also to educate parents/caregivers on the proper installation and use of child safety seats.

The greatest effort in the Occupant Restraint area was implementation of Missouri's *Click It or Ticket* seat belt campaign. Paid advertising was used to produce radio public service announcements and billboards. Emphasis was placed on reaching the population of the general public with special emphasis on minorities.

Missouri also participated in the second year of the *Buckle Up In Your Truck* regional demonstration project. This campaign brought focus to those driving and riding in pickup trucks.

Missouri's motorcycle safety program (administered by the Missouri Safety Center at University of Central Missouri) focuses on crash prevention, which is the area that has the greatest potential to offer a safety payoff for motorcyclists. MoDOT supports effective state rider education and training programs and encourages proper licensing for all motorcyclists. We will analyze feedback from the *Ride Safe Missouri* training program to evaluate progress toward the benchmark.

In addition to funding activities in this program area with Regular 402 funds, the HSD received 157 Innovative funds to support the statewide seat belt and child safety seat surveys, and STEP waves to include seat belt usage. Some activities are also identified within the Public Information and Education program area.

### OTHER OCCUPANT PROTECTION INITIATIVES

Due to the passage of a booster seat law in 2006, Missouri applied for (for the second year) and received 2011(d) grant funding to further enhance child passenger safety efforts for low-income families. In order to effectively determine misuse of child safety seats, and correct that misuse, parents/caregivers must be able to bring their vehicle and child safety seat to a certified technician to be shown how to correctly install their child safety seats. In order to accomplish this, individuals must be trained as certified child safety seat training Instructors. These instructors then train certified technicians who are equipped to check the safety seats for proper installation. Established locations, dubbed "fitting stations" have to be identified where the seats and vehicles can be brought for the proper check. To date, Missouri has a database of 37 Instructors, 890 certified technicians, and 105 operational fitting stations throughout the state.

### BENCHMARKS

Established	Result
2% increase in the statewide safety belt usage rate (2005 usage was 77.4%)	Survey results indicate the seat belt usage rate in 2007 is 77.2%, a 2% increase from 2006 (75.1%)
2% increase in the teen young driver safety belt usage rate (2005 usage was 56.4%)	Survey results indicate the teen young driver safety belt usage rate in 2007 is 61.3%, an increase of 3.4% from 2006 (57.9%).
2% increase in the child occupant restraint usage rate (2005 usage was 82%)	Survey results indicate the CPS usage rate in 2007 is 88.2%, an increase of 5.4% from 2006 (82.8%)
2% increase in the pickup truck safety belt usage rate (2005 usage was 66.4%)	Survey results indicate the pickup truck safety belt usage rate is 57.2%, which is a decrease from 2006 of .9% (58.1%)
2% increase in the CMV operator safety belt usage rate (2005 usage was 65.7%)	Survey results for 2006 is 65.64%, a decrease of .09% from 2005 (65.73%).
100% correct use of child safety seats by parents/caregivers upon exiting checkup events or fitting stations	CPS technicians hosting check-up events ensure that every child leaves safer than when he/she arrived. A uniform checklist is used by technicians to ensure all misuses are being corrected and that the parents/caregivers are educated about the proper use and installation of child safety seats.
Assure there is an adequate base of certified Child Passenger Safety technicians and instructors within the state – 600 certified Technicians; 30 certified Instructors	A data base of certified child passenger safety technicians and instructors is available to all State CPS Coordinators and is downloaded from the SafeKids Worldwide website on a regular basis and maintained in the Highway Safety Office. Currently in Missouri there are 890 certified CPS technicians, 37 instructors, and 105 fitting stations.
2% reduction in fatalities and disabling injuries resulting from crashes involving motorcycles in comparison to the previous 3-year period (2003-2005 = 1,899)	There were a total of 2,068 fatalities and disabling injuries resulting from crashes involving motorcycles for 2004-2006. Both fatalities and serious injuries increased in 2006.

Increase the accuracy and timeliness of racial profiling data collected in the state	The collection and analysis of racial profiling data was improved both at the state and local level. State Highway Patrol officers spent 30% more time in their patrol cars after broadband wireless service was added for transferring racial profiling data.
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### Strategies

Identified	Implemented
Conduct NHTSA-approved statewide observational safety belt survey in May/June (pre, peak, and post surveys in conjunction with enforcement mobilizations and public awareness campaigns); segregate pickup truck usage to target those drivers/passengers	<p>The statewide observational safety belt survey was conducted in June of 2007.</p> <ol style="list-style-type: none"> <li>1. Data was collected from locations that represented 85% of the state. The survey was in compliance with guidelines in accordance with those recommended by the federal Intermodal Surface Transportation Efficiency Act.</li> <li>2. Seven urban counties and thirteen rural counties were selected for the survey according to NHTSA guidelines.</li> <li>3. Observation periods were 40 minutes and conducted each day of the week by data collectors.</li> </ol> <p>Missouri's usage rate was 77.2%, an increase from 2006 of 2% (which was 75.1%)</p> <p>The usage rate for pickup truck drivers for 2007 is 57.2%, a decrease from 2006 of almost 1% (58.1%).</p>
Conduct annual teen statewide safety belt enforcement and public awareness campaign in February/March followed by the teen observational safety belt survey in March/April	MoDOT worked with law enforcement agencies across the state to focus on increasing safety belt use among teen drivers. The enforcement efforts were conducted February 21 through March 11, 2007, followed by the teen observational safety belt survey.
Conduct annual statewide observational child safety seat survey in March/April	The Missouri Safety Center conducted the CPS survey between March 1 and May 31, 2007, in 18 counties at 21 Wal-Mart Supercenters or Stores to determine observed restraint use. Observations were based on the child being restrained vs. not restrained and did not attempt to determine "correct" usage of these devices. Survey results indicate the CPS usage rate in 2007 is 88.2%, an increase of 5.4% from 2006 (82.8%).
Produce educational materials addressing: occupant protection laws; importance of wearing safety belts all the time; using booster seats; using properly installed child safety seats	Brochures outlining the benefits of using booster seats and properly installed child safety seats are developed and/or updated as needed on an annual basis.
Conduct seven certified Child Passenger Safety Technician and two Instructor training sessions throughout the state	Seven NHTSA-approved Child Passenger Safety Technician courses were sponsored by the Highway Safety Division during the fiscal year. Over 100 new CPS technicians became certified. In addition, 2 new instructors were trained during these courses.
Develop and maintain a statewide computer list-serve of CPS technicians and instructors	A database of certified child passenger safety technicians and instructors is maintained in the Highway Safety Office. This list-serve is used to communicate updates and other valuable information to CPS technicians and instructors statewide on a daily basis or as needed. Communication between the state coordinator and technicians has vastly improved because of this capability.
Promote high school "Battle of the Belts" project through the MCRS regional coalitions and provide materials and	This project was revised and included a Highway Safety PSA and Storyboard component.

support as needed	
Conduct the <i>Restrain Yourself</i> high school safety belt video contest (the actual video contest, awards, and airing will be conducted every other year)	The <i>Restrain Yourself</i> project was not initiated this fiscal year. The project is being re-evaluated and restructured.
Promote the “Saved by the Belt” survivor program; maintain a database of survivors to contact those who are willing to speak publicly about their life-saving experience	The program has had a slow start during the initiation phase as Highway Safety has begun to promote the program throughout the state. The MoDOT community relations managers have been provided an exhibit kit with sample incentive items. Program information is available on the saveMOlives.com website. Highway Safety will continue to build a database of survivors.
Conduct child safety seat checkup events and educational programs through local law enforcement agencies, fire departments, Safe Communities, hospitals and health care agencies, and safety organizations such as Safe Kids	Funding has been made available statewide to CPS technicians through the CPS Liaisons appointed to each MoDOT District. Items provided include: a CPS Trailer in each region, Child Safety Seats/Booster Seats, training/check up event supplies such as Seat Simulators, check-up event tents/signs, training dolls, pool noodles, dial-a-belts and other supplies.
Upon availability of funding, provide child safety seats/booster seats and supplies to fitting stations for distribution to low income families	Approximately \$246,572 was spent on child safety seats and booster seats for low income families that were distributed through Missouri Fitting Stations listed on the NHTSA website.
Conduct Selective Traffic Enforcement Program (STEP) Wave with State Patrol and 60 local law enforcement agencies which will be augmented with collateral public information and awareness efforts such as press releases, observational surveys, and educational programs utilizing the <i>Click It or Ticket</i> safety belt campaign message	Law Enforcement agencies received funding for additional manpower for the crackdown. Enforcement officials conducted safety checkpoints and saturation patrols in targeted areas. The information distributed to the law enforcement agencies included two sample press releases; a pre-survey release and a post-survey release.
Enhance both paid and earned media efforts	HSD contracted with MediaCross, Inc., to assist with media buys for the PI & E campaign. The local and state agencies involved received many free services as a result of the press releases.
Develop educational pieces to heighten awareness concerning the life-saving and economic benefits derived from primary safety belt laws and enhanced child safety seat laws	Missouri continues to incorporate the “Buckle Up” and “Arrive Alive” message on T-Shirts, Billboards, Signs, Stenciled Streets and Sidewalks, Brochures and News Releases.  A packet of information was consolidated for distribution at press events, rallies, and presentations.
Conduct youth safety belt selective traffic enforcement efforts statewide coupled with press releases, radio spots, and materials targeting young drivers and their passengers	The youth law enforcement training was a great success throughout the state. Each region (St. Louis, Kansas City, Springfield, Columbia, Sikeston and Kirksville) initiated a growing sense of community and collaboration amongst the regional and state law enforcement agencies.
Develop youth safety belt public awareness materials with input from young drivers	An education/advertising campaign featuring the “Never Made It” theme began in mid-September. It focused on media that reached out to teens through radio, cable television and the internet. The campaign culminated October 15-21, a week designated as National Teen Driver Safety Week.
Educate youth on the importance of safety belts through programs such as Team Spirit Leadership Training & Reunion, Think First, and the Young Traffic Offenders Program	The Highway Safety Division hosted a record number of teams (19) to participate in the “Team Spirit Reunion” 2007. For all teams who were trained during the Team Spirit Leadership Conferences, this year 16 teams were reached and were willing to come and take part in this years activities. A KC Team Sprit Conference was initiated as well as an 8-hour Team Spirit Leadership training for Peer Leaders.  A total of 17,456 Missouri students received traffic safety education via the ThinkFirst For Teens School Assembly

	<p>Program conducted at sixty-two (62) schools; 3,293 Missourians received traffic safety education via the ThinkFirst Missouri Corporate/Community Traffic Safety Program conducted at 32 worksites/organizations; 15,214 KC Missouri-area students receive traffic safety education conducted at 49 schools. Additional results are reported and can be found in the ThinkFirst report included in this document.</p>
Participate in regional safety belt rallies and the Primary Safety Belt Partners Summit in November 2006	<p>The HSD participated in the five regional safety belt rallies across the state that culminated with the Primary Seat Belt Partners Summit, on November 14, 2006, in Columbia, Mo. About 217 safety partners representing more than 100 agencies, organizations and businesses were in attendance.</p>
Establish CPS Advisory Board and implement their recommendations where appropriate	<p>The CPS Advisory Board was formed in 2007 by the Highway Safety Division to aid in the continuity of CPS efforts with regard to best practices. In addition, this committee assists to collect more specific data in the various districts and shares information that enhances the effort to reduce child injury and fatalities in Missouri. CPS Liaisons were appointed in each region to collect some general information and coordinate activities.</p>
Continue to provide motorcycle rider education statewide in order to train 4500 riders annually	<p>In 2006 and 2007, there were 5,512 and 5,335 riders trained in the basic rider course, respectively.</p>
Conduct a minimum of two RiderCoaches (Instructor) Preparation courses per year over the next five years in order to train and expand base of certified motorcycle RiderCoaches	<p>There were two RiderCoach Preps in 2007, adding 11 new Instructor/RiderCoaches to the Missouri Authorized Instructor list.</p>
Develop three motorcycle public information and education campaigns – impaired riding; motorists’ awareness of motorcyclists; proper protective gear – to include billboards, print materials (pamphlets and posters), radio spots, and television spots; distribute print materials statewide through the DOR field offices, MSHP examination stations, dealerships, etc.	<p>The public information campaign “Share the Road”, that was started in 2006 continued through 2007. Twelve billboards with a motorist awareness message were displayed around the state. Also, included in the campaign were radio public service announcements during the May motorcycle awareness month. This consisted of 1,680 thirty second spots on 56 radio stations around the state. Finally, there were two new brochures developed. One with a share the road message and the other for motorcycle safety. These brochures are being distributed through the Highway Safety website ordering system which allows partners and customers to directly order quantities of each.</p>
Increase the number of permanent training sites by one, based on demand, ridership, crash data and geographic locations	<p>Two new sites were opened, one at St. Louis County Parks and another at Waynesville High School. Another Harley Davidson Rider’s Edge site was approved and established in Kirkwood.</p>
Actively participate in Missouri’s Motorcycle Safety Committee and incorporate their suggestions into our strategies for reducing motorcycle-related deaths and fatalities	<p>Highway Safety named Chris Luebbert as the representative to participate in the Motorcycle Safety Committee. In 2007 there were a number of legislative bills introduced that would affect the motorcycle program in Missouri. One of the most controversial bills was again the repeal of the all-rider helmet law. There were no bills passed in the 2007 legislative session. The Motorcycle Safety Committee continues to support and implement strategies outlined in the 2006 Motorcycle Safety strategic plan.</p>
Develop a strategic plan for Missouri that focuses on solutions incorporating enforcement, education and engineering countermeasures	<p>A motorcycle safety task force was formed and developed a strategic plan for motorcycle safety that incorporated the four E’s. This plan was introduced to the Missouri Coalition for Roadway Safety in September 2006 and has been the guiding tool for motorcycle safety programs since.</p>
Continue to fund software and hardware racial profiling packages for law enforcement agencies	<p>One county and one municipal law enforcement agency purchases software and hardware for collecting and analyzing racial profile data. These systems made the</p>

	collection, analysis and reporting of racial profile data more accurate and timely.
Provide funding for a broadband wireless service to the State Highway Patrol	Broadband wireless service was maintained throughout the state for the Highway Patrol. This allowed for timely reporting of racial profile data and also kept troopers on the road instead of returning to the office to download the data.
Continue to provide racial profiling training to law enforcement officers	Racial profiling training was offered at the LETSAC conference where 240 officers attended.